

FINAL
REPORT

Woodstove Exchange Program
Pilot Evaluation

Prepared for:

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ENVIRONICS
RESEARCH GROUP

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- A. Survey methodology
- B. Questionnaire
- C. Detailed banner tables (under separate cover)

EXECUTIVE SUMMARY

Research purpose and objectives

The Government of British Columbia has recently developed a pilot woodstove exchange program designed to encourage residents to replace old or uncertified woodstoves with high efficiency CSA B415 or U.S. Environmental Protection Agency (EPA) emissions-certified, clean-burning appliances. The initiative is running as a three-year pilot program focusing on the Highway 16 corridor of the Skeena region between Terrace and Burns Lake; a similar program has also been operating in the Cariboo and other regions. The program includes an evaluation component, the broad objectives of which are: a) to guide the development of a provincial strategy for woodstove exchange, while improving on the pilot; and b) to develop an appropriate evaluation template that can be successfully applied to future exchange programs in Canada and the U.S.

Environics Research Group was retained to conduct the primary research component of the evaluation. This component comprises three separate public opinion surveys:

1. The **Consumer Awareness Survey** was conducted with residents of the Skeena and Cariboo regions. The specific objectives of this component were to: a) identify what, if anything, local residents heard about the Woodstove Exchange Program and where they saw or heard about it; and b) determine attitudes towards current and/or future bylaws requiring mandatory old-technology wood-stove exchanges.
2. The **Participant Survey** was conducted with individuals who have participated in the woodstove exchange program to date (in both regions). The specific objectives of this component were to: a) evaluate the program voucher as an effective tool to generate program awareness and commitment; and b) determine where and how the program process can be improved (from a participant perspective).
3. Finally, the **Non-participant Survey** was conducted with individuals who started but did not finish with the woodstove exchange program (e.g., they obtained a voucher or a voucher number, but did not complete an exchange). The specific objectives of this component were to: a) determine how the voucher system can be improved; and b) determine how to increase complete participation in the program.

This report provides a detailed analysis of the results of all three surveys.

Key findings

The following summarizes key findings from the research.

CONSUMER AWARENESS SURVEY

PERCEPTIONS OF LOCAL AIR QUALITY

- Three-quarters of area residents characterize their local air quality as good (41%) or excellent (33%). Cariboo residents (especially those living outside 100 Mile House) are more negative about their local air quality than are those of the Skeena region. Paper and lumber mills and their related operations are most often cited as the major source of air pollution, although Skeena residents also mention wood burning as a factor.

OWNERSHIP OF WOOD-BURNING APPLIANCES

- Four in ten (40%) area residents have some sort of wood-burning appliance (usually a woodstove) in their home, with most of these appliances purchased before 2001.
- More than four in ten (43%) report that their appliance has a U.S. EPA Environmental Emissions Certification label.

AWARENESS OF THE WOODSTOVE EXCHANGE PROGRAM

- Two-thirds (67%) of those with wood-burning appliances have heard of the Woodstove Exchange Program, with awareness somewhat higher in the Skeena region than in the Cariboo. Print (43%) and radio (22%) advertising, and newspaper or magazine articles (13%) are the most common sources of awareness.
- Only two in ten (22%) report being very aware of the program; more than four in ten (43%) are not able to name a sponsor of the program in an unprompted manner.

PARTICIPATION IN THE WOODSTOVE EXCHANGE PROGRAM

- Among those who have a wood-burning appliance and are familiar with the Woodstove Exchange Program, one in ten (12%) have looked for information on it and fewer than one in five know of others who have participated in the program.

- One-quarter (25%) of those who have a wood-burning appliance and are familiar with the Exchange Program have considered participating. Satisfaction with their current appliance is the most common reason for not participating.

LIKELIHOOD OF FUTURE PARTICIPATION IN THE WOODSTOVE EXCHANGE PROGRAM

- Among woodstove owners who have not already considered participating in the Exchange Program, the large majority indicate that they are unlikely to participate in the future, citing cost, satisfaction with the current appliance and the fact that the appliance is not used much. However, more than eight in ten among this group would recommend the program to others.
- Those woodstove owners who are not familiar with the Exchange Program do have some interest in finding out more: half (50%) would like more information on the program, with the majority preferring the information in the form of a utility or tax bill insert.

BURN-IT SMART WORKSHOPS

- One in five (21%) owners of wood-burning appliances say they are aware of the Burn-it Smart workshops. Most found out about them through print advertising.
- Six percent of those aware of the workshops (or 1% of all owners of wood-burning appliances) have attended a Burn-it Smart workshop.

PERCEPTIONS OF BY-LAWS APPLICABLE TO WOODSTOVES

- Just under one-third (31%) of area residents are aware of any local by-laws regarding woodstove use. Awareness is somewhat higher in the Skeena region and is also higher among those who do *not* own a wood-burning appliance. Few can name specific details of these local by-laws.
- Support for the by-laws specifically assessed is high, with eight in ten or more either somewhat or strongly supporting most by-laws. Support is equally high for the provincial regulation that all woodstoves sold by B.C. retailers must meet EPA and Canadian standards for emissions and energy efficiency.

PARTICIPANT SURVEY

SOURCE OF AWARENESS OF EXCHANGE PROGRAM

- The majority (57%) of program participants first heard about the Woodstove Exchange Program through print advertising. About one-quarter each mention radio and in-store advertising as sources of awareness.

REASONS FOR PARTICIPATING IN WOODSTOVE EXCHANGE PROGRAM

- Over four in ten cite some aspect of efficiency as a reason for their participation in the program: either improved efficiency in general (32%) or using less wood (13%). Four in ten (38%) say they chose to take part because they needed to replace their existing appliance. One in five (21%) mention the financial incentives available through the Exchange Program as a factor in their participation.
- Three in ten (30%) program participants would not have replaced their appliance had the Exchange Program not been offered, and a similar proportion (31%) would have delayed their purchase to some later date. Four in ten (38%) would have replaced their appliance anyway.

TIMING OF PARTICIPATION IN WOODSTOVE EXCHANGE PROGRAM

- Seven in ten (69%) program participants bought their new appliance within two months of hearing about the Exchange Program. About one-third of those who waited longer to replace their appliance cite cost as the reason.
- Almost no program participant had any difficulty obtaining information about the program and virtually all felt that the information they received was sufficient for their needs.

DETAILS OF PARTICIPATION IN WOODSTOVE EXCHANGE PROGRAM

- The rebates from the local Airshed Management Society, Air Quality Roundtable or local and provincial governments were commonly-cited inducements to participate in the Exchange Program, as was the 15% in-store rebate.

- More than eight in ten (84%) of those who received a voucher (or voucher number) say that it made at least some difference in their decision to replace their old appliance, with four in ten indicating that it made a big difference.
- There were no problems reported in getting information about how the vouchers worked or with cashing in the vouchers.

PRODUCT PURCHASED

- Eight in ten (81%) program participants purchased a new woodstove under the Exchange Program, and one in ten (11%) purchased a pellet stove. The majority of exchanges were made between March and May, 2007.
- About half of program participants paid under \$2,000 for their new appliance. However, when installation and associated costs are factored in, 56 percent paid \$2,000 or more.
- Virtually all participants are satisfied with their new appliance, with almost three-quarters very satisfied.

INSTALLATION OF NEW APPLIANCE

- Six in ten (61%) program participants removed their old appliance themselves and half (51%) did their own installation for the new appliance. Most say they did not require a permit for the installation and very few report problems with removal or installation.

BENEFITS OF NEW APPLIANCE

- Virtually all of those who are using their new appliance say it is operating to expectations. A reduction in the amount of smoke created and increased efficiency are the most commonly-reported benefits.
- Most program participants received information on how to maximize the life and efficiency of their new appliance from either the retailer or the manufacturer. The large majority found this information useful. Still, about four in ten program participants would be interested in obtaining additional information about maximizing the performance of their new appliance prior to the next burning season. Printed brochures are the preferred form, although web sites and videos/DVDs are also relatively popular.

BURN-IT SMART WORKSHOPS

- Just under half (45%) of program participants are aware of the Burn-it Smart workshops conducted in 2007, with about one in ten (12%) reporting attendance at one. Most who attended did so mainly to learn more about woodstove use in general; all who attended found the workshops useful.
- Over one-third (37%) of those who have not yet attended a Burn-it Smart workshop would be interested in doing so.

OVERALL ASSESSMENT OF THE WOODSTOVE EXCHANGE PROGRAM

- More than eight in ten (84%) program participants rate the program as at least somewhat successful in encouraging people to exchange their old woodstoves for newer, more efficient appliances, with four in ten rating it as very successful. Virtually all participants (98%) would recommend the program to others.

NON-PARTICIPANT SURVEY

PROGRAM PARTICIPATION DECISION

- Non-participants mention a number of sources of initial information about the Exchange Program, including newspaper ads, the Internet, posters and local radio ads.
- Environmental concerns and the age of their current appliance are the main reasons for *considering* participating in the program. The most common reason given for *not* having exchanged their appliance yet is the significant investment involved.
- Although most recall the rebates available from the local Airshed Management Society, Air Quality Roundtable or the B.C. Ministry of Environment, most did *not* recall the in-store 15 percent discount on the new appliance, even after prompting.
- All non-participants note that they are taking steps to reduce the smoke created by their current woodstove, but only two of the six feel that it would be helpful to get additional information about maximizing its performance before the next burning season.

BURN-IT SMART WORKSHOPS

- All of the non-participants can recall seeing or hearing something about the Burn-it Smart workshop, through a variety of sources. None of the non-participants attended a Burn-it Smart workshop; only one would be interested in doing so in the future.

OVERALL ASSESSMENT OF WOODSTOVE EXCHANGE PROGRAM

- Most non-participants still feel that the Exchange Pilot Program was at least somewhat successful. The only change that most felt would have made a big difference in terms of encouraging their participation was an increase in the amount of the cash incentive, with amounts mentioned ranging from \$25 to \$500.
- None of the non-participants from the Skeena region feel that having to pay a \$10 refundable deposit would have made them more likely to have exchanged their appliance.

Methodology

The research consisted of three telephone surveys, conducted from August to October of 2007, with Canadians 18 years of age and older who are residents of the Skeena and Cariboo regions:

- a) A survey of 204 residents of the region who are involved in major household purchases.
- b) A survey of 104 woodstove exchange program participants.
- c) A survey of six residents who did not complete their participation in the woodstove exchange program.

A sample of 204 provides results accurate to within 6.9 percentage points in 19 out of 20 samples. A sample of 104 provides results accurate to within 9.6 percentage points in 19 out of 20 samples. The margin of error for a sample of 6 is +/- 25.1 percentage points, 19 times in 20; as this sample is extremely small, the results of the third (non-participant) survey are reported qualitatively.

A more detailed description of the methodology used in conducting this study is presented as an appendix to the report, along with a copy of the questionnaires used.

INTRODUCTION

British Columbia boasts one of the most appealing natural environments in the world, but as everywhere else faces significant environmental challenges. Wood-fuelled fires provide a cost-effective and “natural” form of heat and energy, but wood smoke is now the most serious kind of air pollution in B.C., responsible for more illness and deaths (from lung and heart disease) than smog. Wood smoke contains fine particulates, and a range of organic and inorganic compounds (the normal byproducts of wood combustion) and may also contain minute amounts of dioxins and furans, and a variety of other proven and suspected carcinogens.

British Columbia’s climate, topography and settlement patterns make it particularly susceptible to air pollution from wood smoke. The valley bottoms where many interior communities are located frequently experience long periods of cold, stable air during the winter. Wood burning tends to reach its peak on these cold, clear, calm nights — the very time when the atmosphere’s capacity to disperse emissions is at a minimum. Pollutants from wood smoke can be trapped and concentrated near the ground during these periods, reaching very high concentrations.

The Ministry of Environment is committed to addressing this problem to protect public health, the environment and the economy. Since 1992, B.C. has been leading the way in Canada, taking action to reduce fine particulate emissions from residential and industrial wood burning, in the form of regulations, and providing educational and technical support to citizens and municipalities.

More recently, the provincial government developed a pilot woodstove exchange program designed to encourage residents to replace old or uncertified woodstoves with high efficiency U.S. Environmental Protection Agency (EPA) emissions-certified, clean-burning appliances. The initiative is running as a three-year pilot program focusing on the Highway 16 corridor of the Skeena region between Terrace and Burns Lake. The program is based on the principles of community-based social marketing, which incorporates a combination of incentives and commitment tools. A similar type of exchange program has been operated separately in the Cariboo and several other regions.

The program includes an evaluation component. At the end of each of the three pilot years, the program will be evaluated and the strategy adjusted based on the evaluation results and lessons learned. The scope of the evaluation includes the Skeena and Cariboo regions, to provide a common evaluation framework, and a basis for comparing the relative successes and failures of the two programs.

Research Objectives. The broad objectives of the evaluation are: a) to guide the development of a provincial strategy for woodstove exchange, while improving on the pilot; and b) to develop an appropriate evaluation template that can be successfully applied to future exchange programs in Canada and the U.S. As part of this evaluation, Environics Research Group was commissioned to conduct three surveys with residents of the Skeena and Cariboo regions, where the woodstove pilot project was undertaken. The research consisted of:

- 1) A survey of regional residents who did not take part (or attempt to take part) in the exchange program, including those who have and those who do not have wood burning appliances, to assess their awareness of the pilot project and their opinions about regulations involving wood burning appliances.
- 2) A survey of program participants, to assess their experience with the program and to get their views on potential improvements.
- 3) A survey of those who got a voucher or voucher number for the woodstove exchange program, to assess barriers to participation and to identify what, if any, improvements might have encouraged them to complete the exchange under the program.

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the survey data. Unless otherwise noted, all results are expressed as a percentage.

CONSUMER AWARENESS SURVEY

This survey was conducted with residents of the Skeena and Cariboo regions on their awareness of, and opinions about, the pilot woodstove exchange program. The specific objectives of this research were to:

- Identify what, if anything, local residents heard about the woodstove exchange program, and where they saw and heard about it;
- Determine attitudes towards current and/or future bylaws requiring mandatory old-technology wood-stove exchanges.

Additional questions were asked of residents who indicated they own a wood-burning appliance.

In total, 204 area residents were surveyed as part of the Consumer Awareness survey, 103 in the Skeena region and 101 in the Cariboo region. For more information on the survey methodology, please see Appendix A. The findings of the Consumer Awareness Survey are reported below.

Perceptions of Local Air Quality

Three-quarters of area residents characterize their air quality as at least good. Cariboo residents are less likely than those of the Skeena region to be positive about local air quality.

Within the area covered by the Woodstove Exchange Pilot Evaluation, three-quarters of residents characterize the air quality in their community as at least good (although only one-third rate it as excellent).

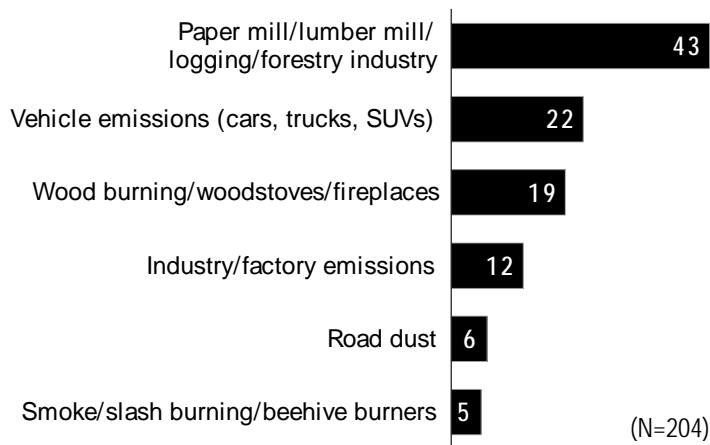


Residents of the Cariboo region are much less likely than those in the Skeena region to indicate their air quality is good: one-third of Cariboo residents rate their air quality as only fair (19%) or poor (14%), while the corresponding figure for Skeena is only 15 percent. Perceptions of poorer air

quality in the Cariboo region are centred outside 100 Mile House, with no resident of 100 Mile House rating air quality as less than good.

Area residents cite paper and lumber mills (and related operations) as the major source of air pollution in the area, with more than four in ten (43%) naming this source. Vehicle emissions (22%) and wood burning (19%) are each mentioned by about one in five. Industrial pollution is cited by about one in ten.

**Major sources of air pollution
Top mentions 2007**



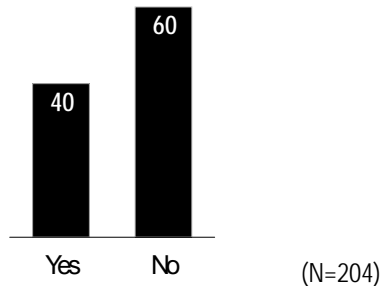
Perceptions of the major sources of air pollution differ somewhat between the Skeena and Cariboo regions. Cariboo residents are more likely to cite paper and lumber mills (54%, versus 32% in the Skeena region). On the other hand, Skeena residents are more likely to mention wood burning (30%, versus 8% in the Cariboo region).

Ownership of wood-burning appliance

Four in ten area residents have some sort of wood-burning appliance in their home. Most of these were purchased before 2001 and two in ten were purchased prior to 1994.

Four in ten area residents have some sort of wood-burning appliance in their home. Ownership of wood-burning appliances is evenly distributed throughout the region covered by the Pilot Evaluation. Thus, the increased propensity of Skeena residents to cite wood burning as a major source of air pollution (noted in the last section) is not due to a greater concentration of wood-burning appliances in that region.

Own a woodstove or wood-burning appliance
2007



One-third (32%) of owners of wood-burning appliances report that their appliance was purchased in 2001 or later. About half indicate that it was purchased before 2001 (38%) or was already in the house when they moved in (11%). Two in ten (21%) woodstoves were purchased prior to 1994. One in five cannot give the age of their appliance.

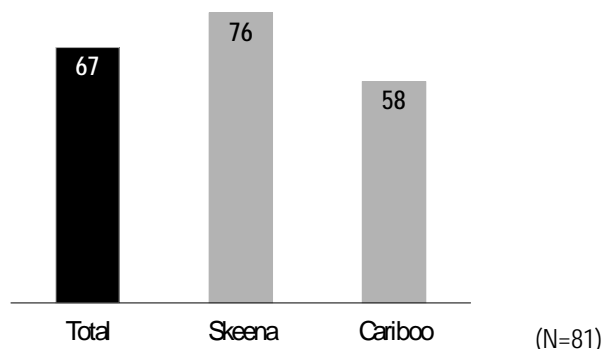
More than four in ten (43%) report that their wood-burning appliance has a U.S. EPA Environmental Emissions Certification label, while one in five (21%) say their appliance does not have this label. A small percentage (5%) mention the CSA certification without prompting. Three in ten do not know whether or not their appliance has a US EPA certification.

Awareness of the Woodstove Exchange Program

Two-thirds of area residents with wood-burning appliances have some familiarity with the Woodstove Exchange Program, with awareness higher in the Skeena region.

Awareness of the program. Among those households with woodstoves, two-thirds (67%) can recall having seen or heard something about the Woodstove Exchange Program. Awareness is somewhat higher in the Skeena region than the Cariboo.

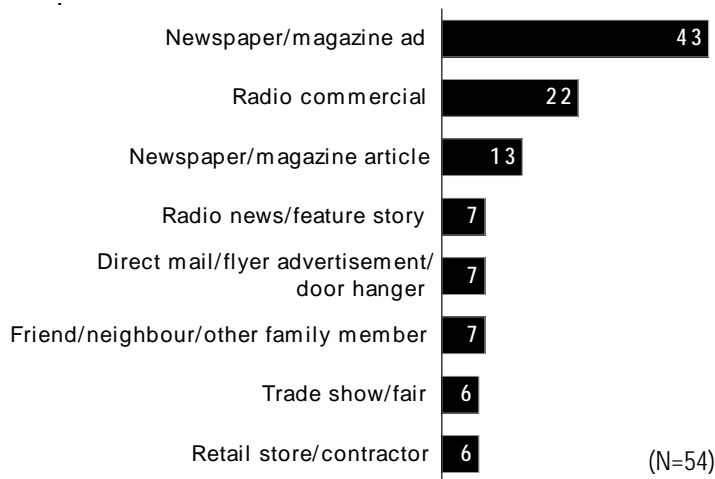
Recall program to exchange old woodstoves for more efficient models
2007



Source of information about the program. The most commonly-reported source of awareness about the program is print advertising: 43 percent of those aware of the program cite a print ad (newspaper or magazine) as the source. Just over one in five (22%) first heard about the program through a radio ad, while 13 percent cite a print article as the source of their program awareness.

Where heard about the program

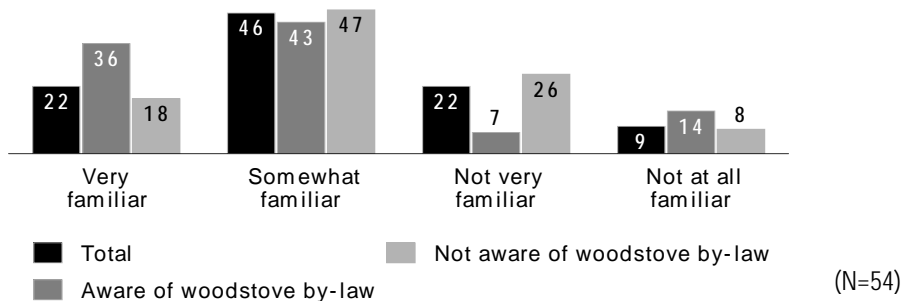
Top mentions 2007



Level of familiarity with the program. Two-thirds (68%) of those residents with a wood-burning appliance who are aware of the program are at least somewhat familiar with the Exchange Program, although only one in five (22%) say they are very familiar with it. Those most likely to be very familiar with the Exchange Program include those living in one- or two-person households (37%) and those who are aware of local woodstove bylaws (36%).

Familiarity with program

2007



Wood-burning appliance owners who indicate any familiarity with the Exchange Program most commonly describe it as a program to retire old woodstoves (35%) or as a program that provides

rebates or financial incentives to exchange old stoves (29%). One in five describe the Exchange Program as one whose purpose is to clean up the air or address a pollution problem.

What the Woodstove Exchange Program is about

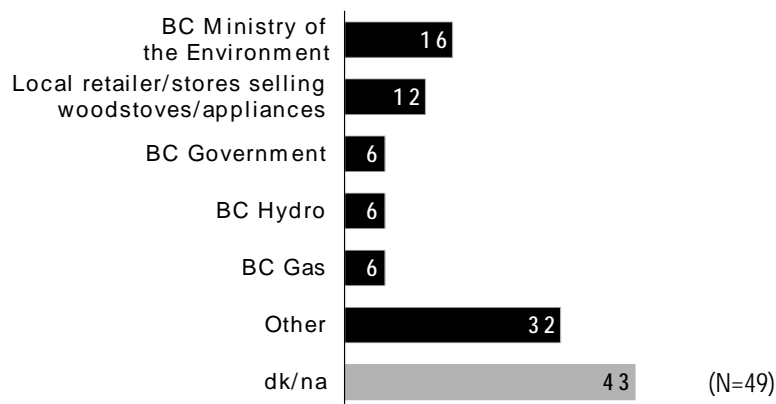
	n=49 %
Program to retire old woodstoves	35
Provides rebates/financial incentives to exchange old stoves	29
Purpose is to clean up air/address pollution problems	20
Encourage purchasing of more energy efficient stoves	10
Discourage wood burning/use other sources of heat	6
Education on how to reduce pollution from woodstoves	4
Other	6
Don't know//NA	4

Subsample: those saying very, somewhat or not very familiar at Q9

Awareness of program details. Despite the fact that more than nine in ten say they have a degree of familiarity with the Exchange Program, few wood-burning appliance owners can name any organizations involved in promoting or implementing the program. Fewer than one in five (16%) name the B.C. Ministry of Environment, while 12 percent mention local retailers. A variety of other organizations or local companies are mentioned, none by more than four percent. More than four in ten (43%) indicate that they do not know who is involved in the program.

Organizations involved in promoting program

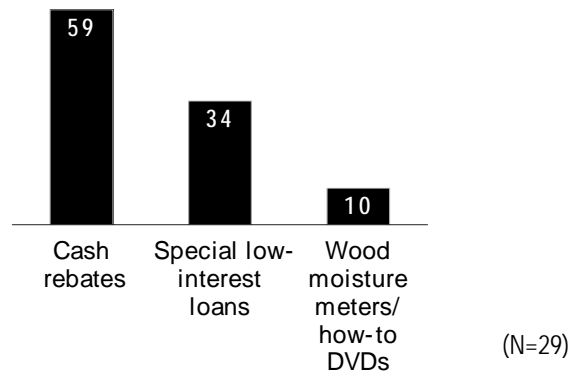
2007



Skeena residents with a wood-burning appliance who know about the Exchange Program were asked about their awareness of a number of types of support offered in conjunction with the program. Awareness is highest (59%) for cash rebates for new woodstoves offered by some local and regional governments. One-third (34%) are aware of special low-interest loans offered by local credit unions for new woodstove purchases. Only one in ten are aware that wood moisture metres and how-to DVDs on woodstoves could be borrowed from the local library and none of those aware had ever borrowed any of these materials.

Awareness of three types of support offered

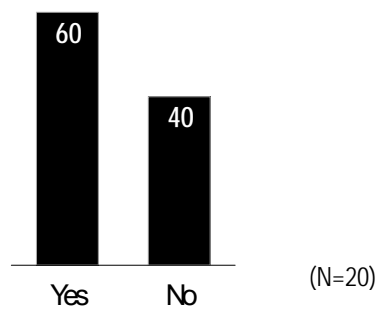
Skeena Residents - Yes 2007



In the Cariboo area, six in ten wood-burning appliance owners who are aware of the Exchange Program are also aware that the program offered cash rebates from both retailers and the local Air Quality Roundtables.

Aware of cash rebates from different sources

Cariboo Residents - 2007

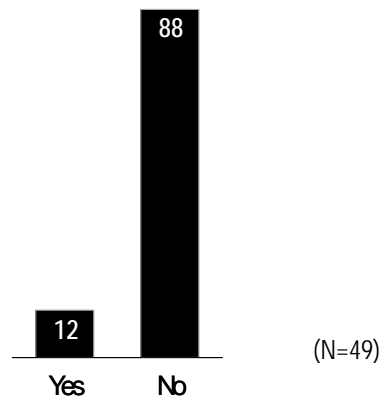


Participation in the Woodstove Exchange Program

Few area residents report having looked for information on the Woodstove Exchange Program. Most had not considered participating, citing satisfaction with their current wood-burning appliance.

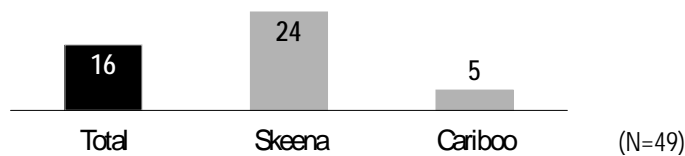
Among residents who have a wood-burning appliance and who have any familiarity with the Exchange Program, relatively few (12%) have looked for information about it. Most (83%) of those who looked for information found what they were looking for.

Looked for information about Woodstove Exchange Program
2007



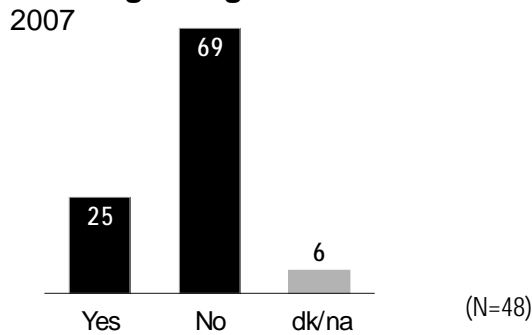
Just under one in five (16%) wood-burning appliance owners with some degree of familiarity with the Exchange Program know of others who have exchanged their woodstoves through the program. Skeena residents (24%) are much more likely than those of Cariboo (5%) to know of others who have participated in the Exchange Program.

Know people who have exchanged old woodstoves for more efficient models
2007



Among wood-burning appliance owners who did not participate in the Exchange Program, one-quarter (25%) say they had considered it. The proportion of owners who considered participation is similar regardless of whether the appliance was purchased before or after 2001. In the Skeena region, where elements of the program are still in effect, most of those who have considered participating in the Exchange Program anticipate exchanging their current woodstove through this program in one to two years.

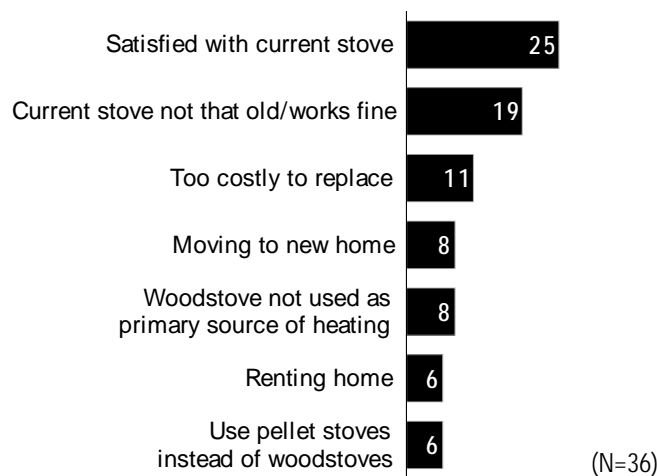
Considering participation in Woodstove Exchange Program



Those who did *not* consider participating in the program cite a number of reasons, the most common being satisfaction with their current wood-burning appliance: 25 percent are satisfied with their current stove, while 19 percent say their current stove is not that old or works fine. One in ten cite cost as a factor.

Main reason did not consider Woodstove Exchange Program

Top mentions 2007



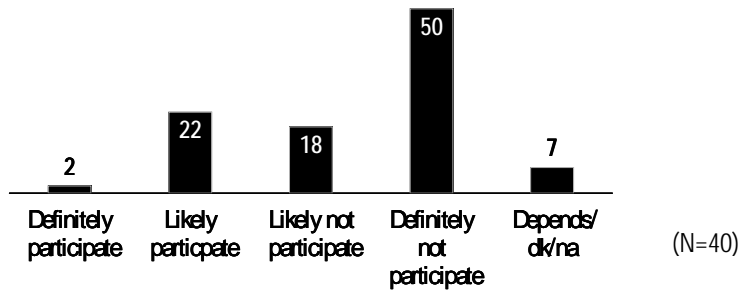
Likelihood of Future Participation in the Woodstove Exchange Program

One-quarter of wood-burning appliance owners familiar with the program who have not participated expect to do so in the future. Most would recommend the program to others.

Likelihood of future participation. Among those owners of wood-burning appliances who have some familiarity with the Exchange Program but had *not* already considered participating, one-quarter indicate that they will definitely (2%) or likely (22%) participate in the future. Half say they will definitely *not* participate. Despite the relatively low intention to personally participate, more than eight in ten (82%) say they would recommend the program to others.

Likelihood of exchanging woodstove through program in next year

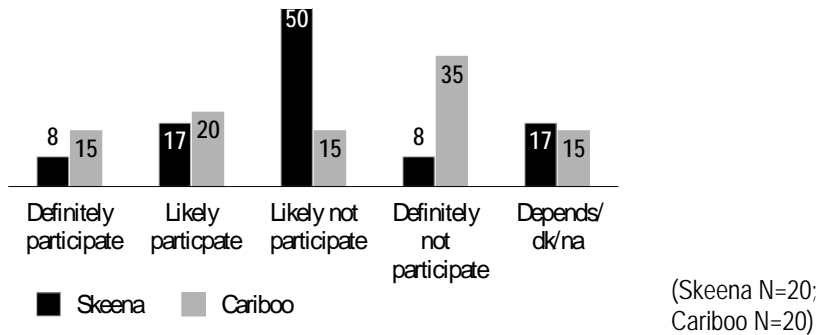
2007



Among Skeena residents who own wood-burning appliances but are not familiar with the Exchange Program, one-quarter indicate that they will definitely (8%) or likely (17%) participate in the program next year (after hearing a brief description of the program). Almost six in ten indicate that they will likely not (50%) or definitely not (8%) participate.

Likelihood of exchanging woodstove through program next year

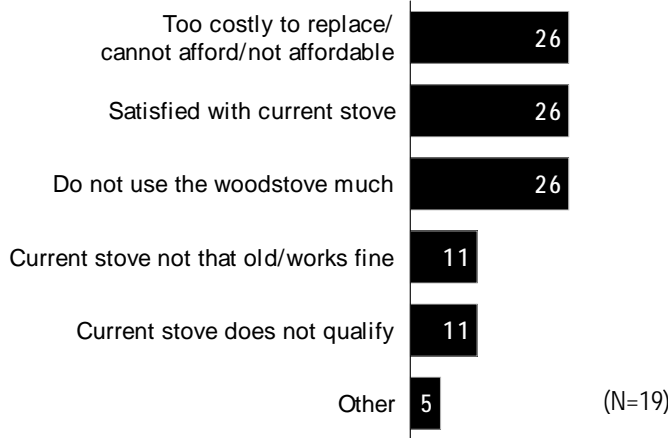
2007



In the Cariboo region, just over one-third of owners of wood-burning appliances who are not familiar with the Exchange Program indicate that they will definitely (15%) or likely (20%) participate in the program when it is offered again in 2009. Half indicate that they will likely (15%) or definitely (35%) not participate.

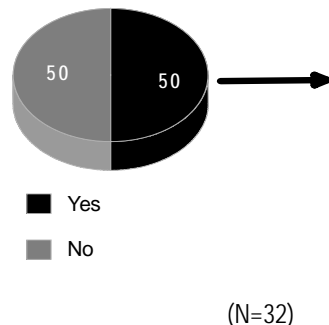
Reasons for being unlikely to participate. Those unlikely to participate in the program cite three main reasons: the cost of replacing their appliance, even under the program (26%), satisfaction with their current appliance (26%) and the fact that their appliance is not used much (26%).

Why unlikely to participate in Woodstove Exchange Program 2007

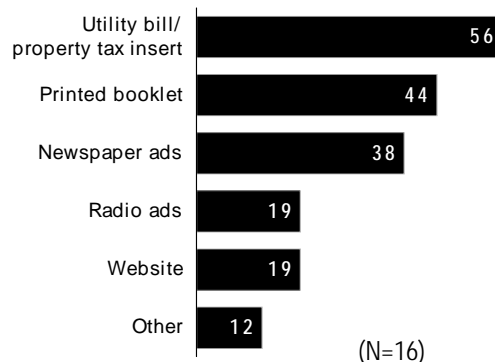


Interest in additional information regarding Exchange Program. Half of those who own wood-burning appliances but were not familiar with the Exchange Program prior to the survey are interested in finding out more about it. The majority (56%) would like to receive this information as an insert in their utility or property tax bill, while 44 percent would like a printed booklet and 38 percent would like the information in the form of a newspaper ad.

Interested in getting more information about Woodstove Exchange Program 2007



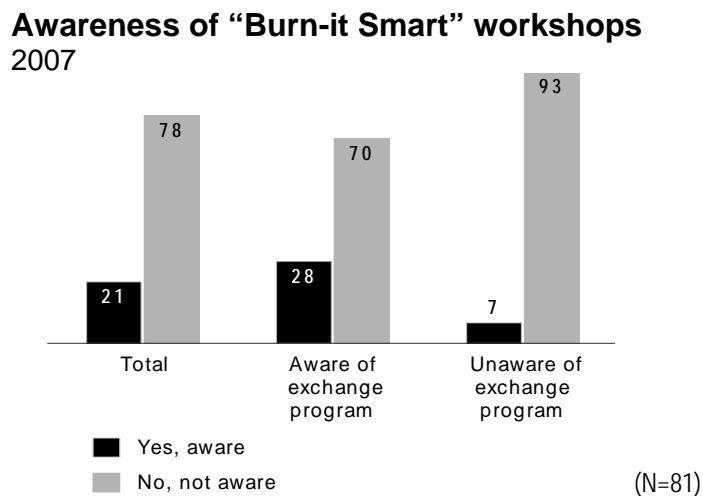
Preferred format for information



Burn-it Smart Workshops

Only about one in five owners of wood-burning appliances are familiar with the Burn-it Smart workshops, with most hearing about them through print advertising.

Only about one in five owners of wood-burning appliances (21%) can recall seeing or hearing anything about the “Burn-it Smart” workshops held in the region, and the proportion is similar among residents of Skeena and Cariboo. Those aware of the Woodstove Exchange Program are more likely to be aware of the workshops (28%) than those unaware of the program (7%). Print ads are the most commonly-mentioned source of information about the workshops among those aware (n=17).



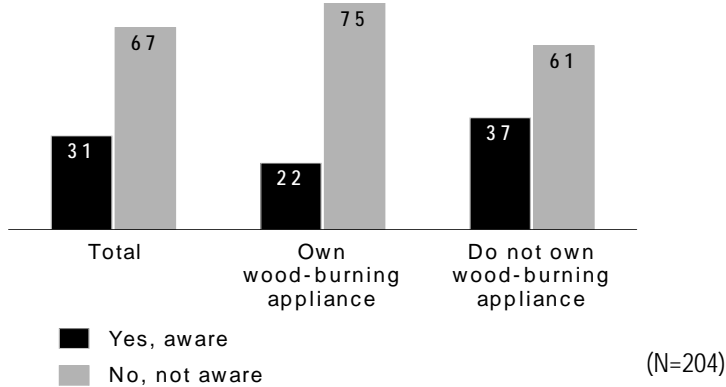
Only six percent of those aware of the Burn-it Smart workshops (or 1% of those with wood-burning appliances) report having attended one.

Perceptions of By-laws Applicable to Woodstoves

Just under one-third of area residents are aware of local by-laws regarding woodstove use, with awareness somewhat higher in the Skeena region. Support is strong for most of the by-laws specifically assessed.

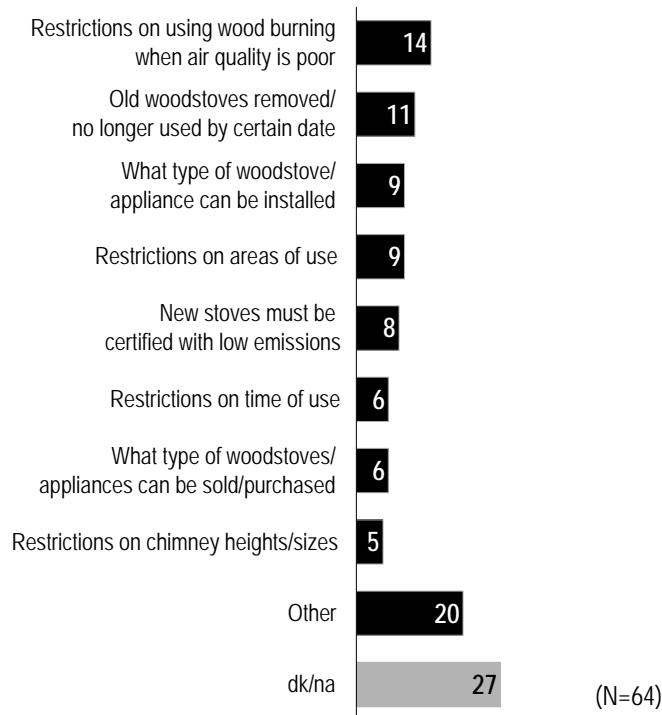
Awareness and knowledge of local by-laws. Just under one-third of area residents (31%) are aware of any local by-laws or regulations governing the use of woodstoves in the community. Awareness of such by-laws is more common in the Skeena region (39%) than in the Cariboo (24%). This may be related to the fact that there are more by-laws and regulations applicable to the Skeena region. Surprisingly, those who do *not* own a wood-burning appliance (37%) are more likely to indicate awareness of by-laws and regulations related to woodstoves than are those who own such appliances (22%).

Awareness of by-laws governing use of woodstoves
2007

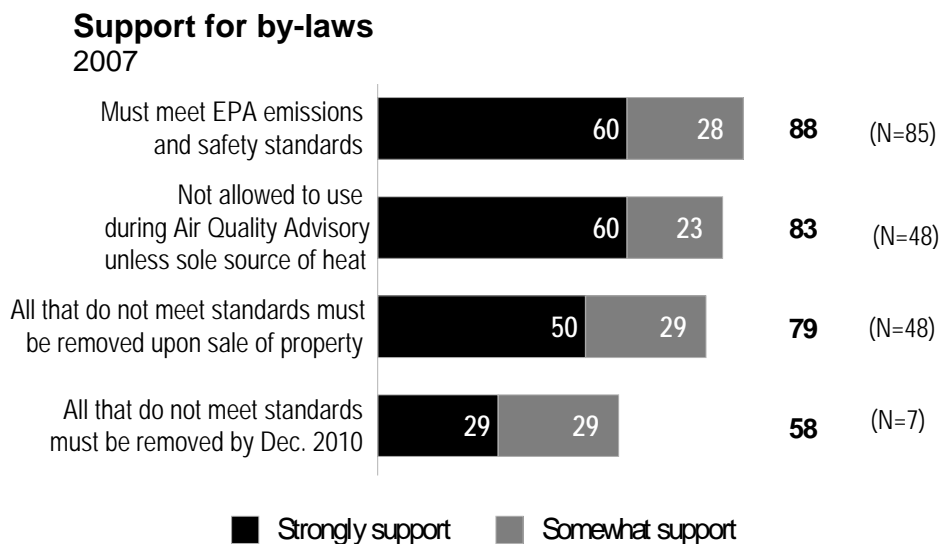


Few who are aware of these by-laws and regulations can provide much detail as to what they cover. Fourteen percent mention restrictions on wood burning during periods of poor air quality; this rises to 20 percent in the Skeena region, where this regulation is in place. Just over one in ten (11%) mention that the by-laws mandate the removal of old woodstoves by a certain date. A number of other regulations are mentioned, all by fewer than 10 percent of those aware of any by-laws; few mention restrictions on what can be burnt (such as garbage). More than one-quarter (27%) cannot give any details as to the regulations.

What do by-laws cover?
2007



Support for local by-laws and regulations. The survey assessed support for four local by-laws governing woodstoves. Support is highest for the by-law requiring all new stoves and wood-burning appliances installed to meet EPA emissions and safety standards. Almost nine in ten residents of the communities where this by-law applies (Smithers, Houston, Burns Lake and Quesnel) either strongly (60%) or somewhat (28%) support this by-law.

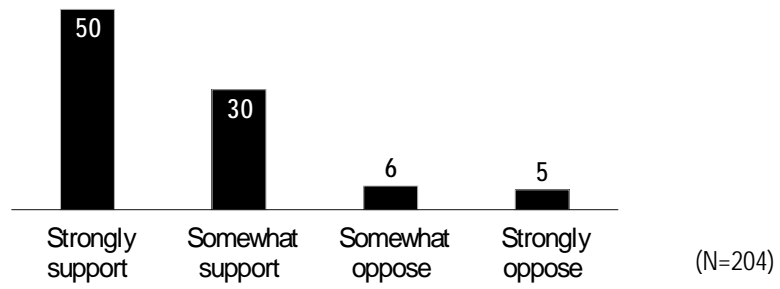


Support is also very high for the by-law (in effect in Smithers, Houston and Burns Lake) that proscribes the use of wood-burning appliances during an Air Quality Advisory, unless it is the home’s sole source of heat. More than eight in ten residents of the affected communities support this by-law, with 60 percent strongly supporting it. Eight in ten residents of these communities also strongly (50%) or somewhat (29%) support the by-law mandating that all wood-burning appliances currently installed that do not meet EPA emissions and safety standards must be removed upon the sale of the property. (This by-law takes effect in June 2008 or December 2010, depending on the community.)

The local by-law with the lowest level of support is the Houston by-law mandating that all currently-installed wood burning appliances that do not meet EPA emissions standards must be removed from use by December 2010. However, it should be noted that only seven survey respondents were from Houston, so these findings cannot be considered reliable.

In terms of provincial regulations, the vast majority of area residents either strongly (50%) or somewhat (30%) support the regulation that all woodstoves sold by B.C. retailers must meet EPA and Canadian standards for emissions and energy efficiency. Strong support is more common (61%) among those aware of local by-laws and regulations governing woodstoves.

Support for the current provincial regulations 2007



PARTICIPANT SURVEY

This survey was conducted with individuals who have participated in the woodstove exchange program to date (in both regions). The specific objectives of the survey were to:

- Evaluate the program voucher as an effective tool to generate program awareness and commitment; and
- Determine where and how the program process can be improved (from a participant perspective).

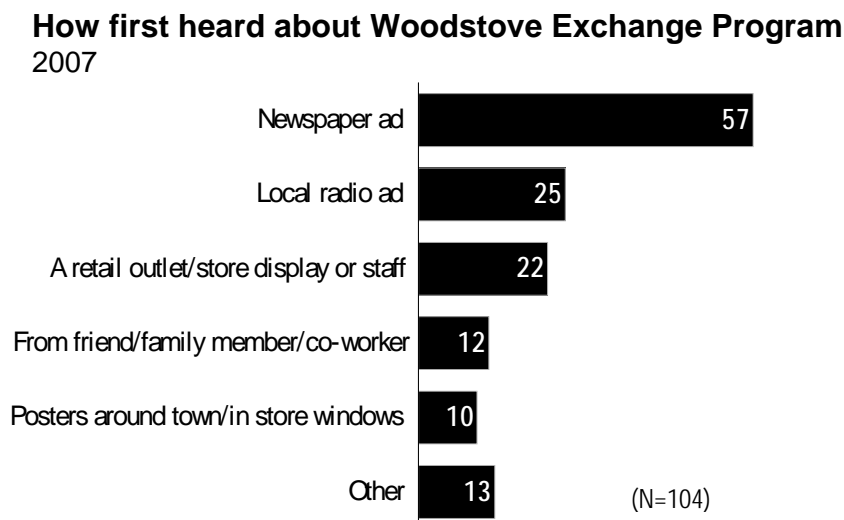
A total of 104 area residents who participated in the Woodstove Exchange Pilot Program were interviewed as part of the Participant Survey, 63 in the Skeena region and 41 in the Cariboo region. For more information on the survey methodology, please see Appendix A.

The findings of the Participant Survey are reported below. Unless otherwise noted, there are no significant differences in the findings from Skeena and Cariboo participants.

Source of Awareness of Exchange Program

Most program participants first heard about the Woodstove Exchange Program through print advertising.

More than half of program participants (57%) first heard of the Woodstove Exchange Program through a newspaper ad, while one-quarter (25%) cite a local radio ad as the initial source of awareness. Just over one in five (22%) first heard about the program at a local retail outlet.

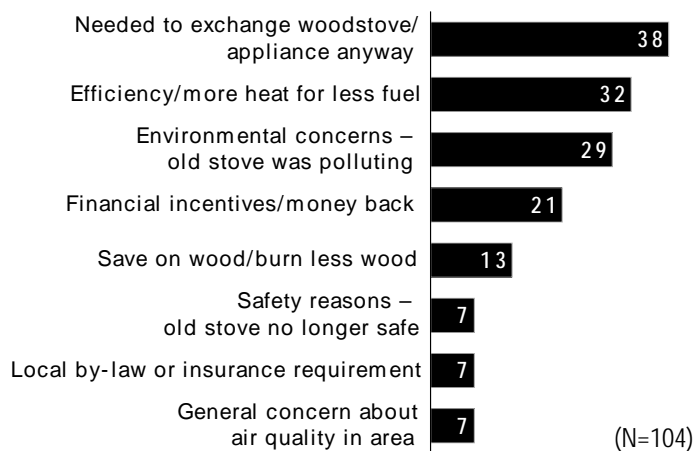


Reasons for Participation in Woodstove Exchange Pilot Program

Almost four in ten participants cite a need to replace an ageing or inefficient appliance as the reason for participation in the Exchange Program, with increased efficiency and environmental concerns being secondary factors.

Reasons for participation. Over four in ten of those who participated mention some aspect of efficiency as a reason for their involvement: one-third (32%) cite the increased energy efficiency associated with new appliances, and one in seven (13%) mention saving on or burning less wood. Almost four in ten program participants (38%) decided to participate because they needed to replace their existing appliance anyway. Three in ten (29%, rising to 37% in the Skeena region) cite environmental concerns. One in five (21%) mention the financial incentives available as a major reason for participation in the program.

Main reasons for participating in program Top mentions 2007



Replacement of old appliance in absence of Exchange Program. Three in ten (30%) program participants would *not* have replaced their old appliance had the Exchange Program not been offered, and 31 percent would have waited until some later date to do so. Just under four in ten (38%) say they would have replaced their old appliance anyway.

Would have replaced old woodstove even if program was not offered 2007



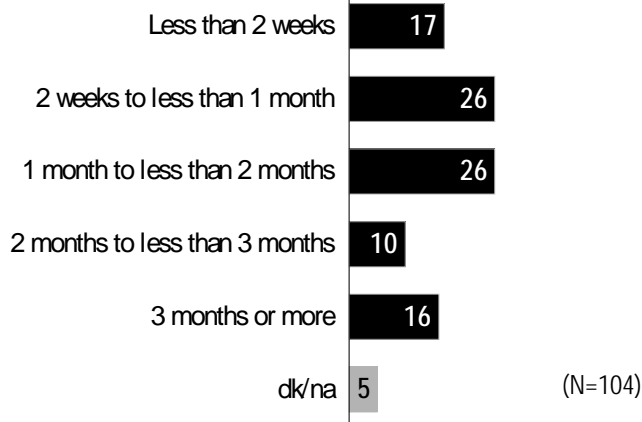
Timing of Participation in Woodstove Exchange Pilot Program

The majority of program participants bought their new appliance within two months of first hearing about the Exchange Program.

Seven in ten program participants (69%) bought their new wood-burning appliance within two months of hearing about the Exchange Program, with 43 percent buying their new appliance within one month.

Time taken to buy new woodstove after hearing about program

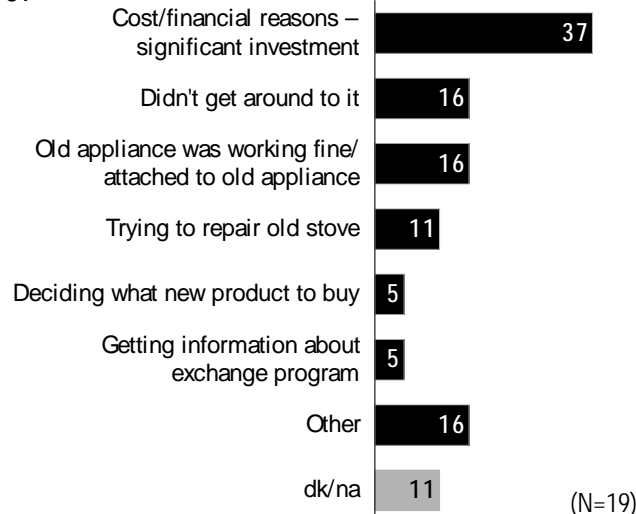
2007



Those who waited longer than two months to replace their old appliance are most likely to cite cost as the reason for the delay (37%). Procrastination (16%) and a sense that the old appliance was working fine (16%) are the next most common reasons for waiting more than two months to exchange the old appliance.

Why did not exchange old woodstove sooner

2007



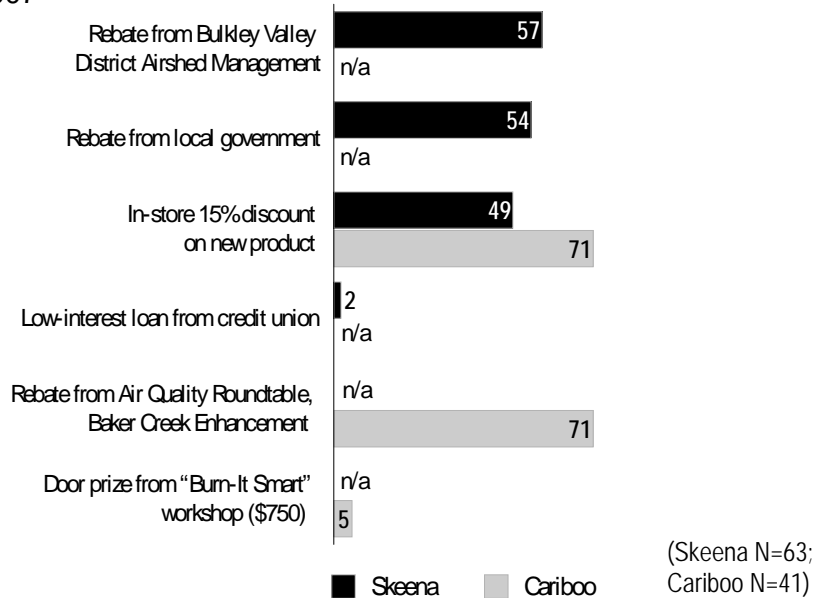
Details of Participation in Woodstove Exchange Pilot Program

The rebates from the local Airshed Management Society, Air Quality Roundtable or local and provincial governments are commonly-cited inducements to participate in the Exchange Program, as is the 15% in-store rebate.

Incentives used. Program participants in the Skeena region are most likely to mention a rebate from the Bulkley Valley District Airshed Management Society or the B.C. Ministry of Environment (57%) as one that they took advantage of, followed by a rebate from the local government (54%) and the in-store 15 percent rebate on the purchase of a new appliance (49%).

Able to take advantage of financial incentives

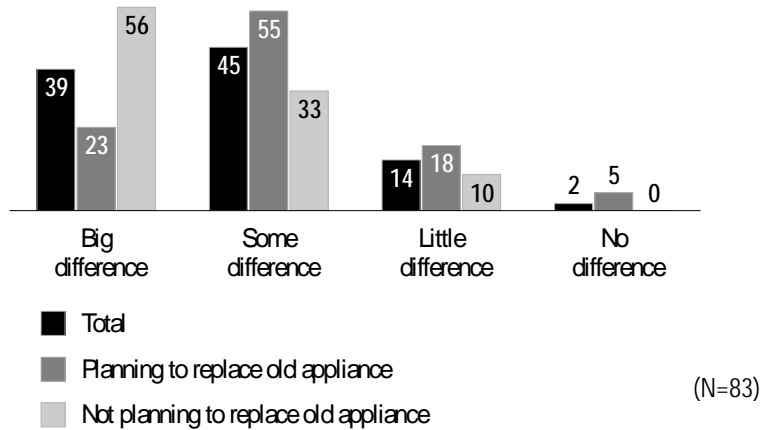
2007



Seven in ten program participants in the Cariboo (71%) took advantage of the 15% rebate on the purchase of a new product and an equal proportion mention the rebate offered by the Air Quality Roundtable, the Baker Creek Enhancement Society or the B.C. Ministry of Environment.

Role of vouchers in decision to exchange. More than nine in ten program participants outside 100 Mile House (93%) report getting a voucher or voucher number for a rebate upon the exchange of their old wood-burning appliance. More than eight in ten (84%) among those who received a voucher (or voucher number) indicate that this voucher made at least some difference in their decision to proceed with replacement of their old appliance, with four in ten (39%) indicating that the voucher made a big difference. Not surprisingly, those who were not already planning to replace their existing appliance (56%) are more likely to indicate that the voucher made a big difference.

Influence of the voucher on decisions
2007



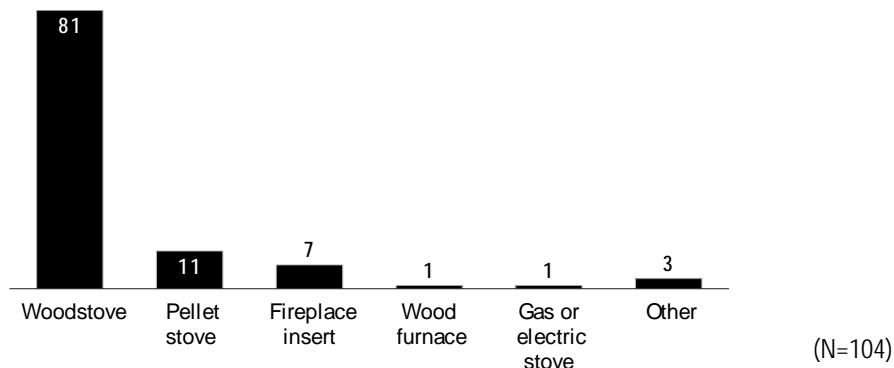
Problems with participation in Exchange Program. Virtually no one (4%) experienced any difficulties in obtaining the information they needed about the exchange program itself; all participants (99%) say that the information they received was sufficient to meet their needs. Very few program participants who received vouchers (4%) report problems getting the information they needed about how the voucher worked and only 1 percent report any problems with voucher redemption.

Product Purchased

The vast majority of program participants purchased a new woodstove under the program, with most exchanging their old appliance in March, April or May 2007. Satisfaction with the new appliance purchased is generally very high.

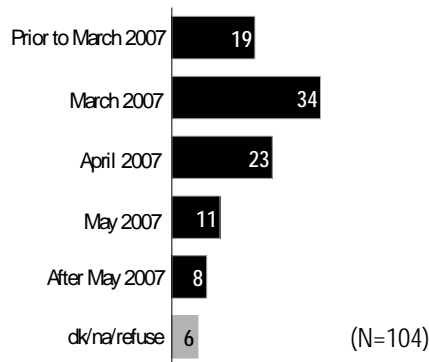
Type of appliance. Eight in ten (81%) exchanged their old appliance for a new woodstove, while 11 percent purchased a pellet stove and 7 percent purchased a fireplace insert under the program.

Type of new appliance purchased with program
2007



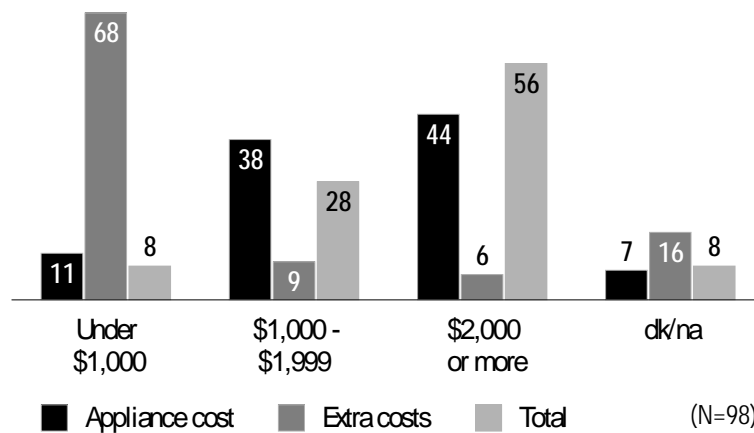
Two-thirds of program participants exchanged their old wood-burning appliance in March (34%), April (23%) or May (11%) 2007, with one in five (19%) having exchanged their old appliance prior to March 2007.

Month exchanged old wood-burning Appliance for a new one 2007



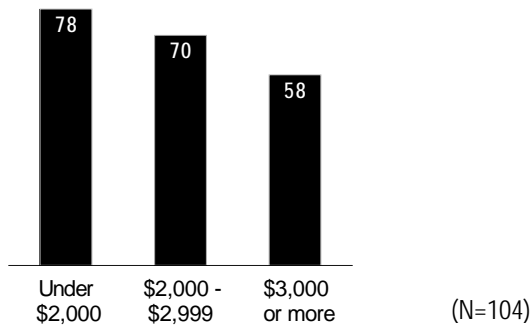
Cost of appliance. Three-quarters of program participants (74%) paid between \$1,000 and \$2,999 for their new appliance (not including installation), with 38 percent paying \$1,000 to \$1,999. With installation and all other costs included, one-quarter of program participants (24%) paid \$3,000 or more and 32 percent paid \$2,000 to \$2,999.

Price paid for appliance 2007



Satisfaction with purchase experience. Virtually everyone is satisfied with their purchase experience, with almost three-quarters (72%) very satisfied. Satisfaction with the purchase experience tends to fall as the total price paid for the appliance rises. This lower level of strong satisfaction among owners of costlier appliances may be because they have higher expectations of performance.

Satisfaction with purchase
Very satisfied 2007

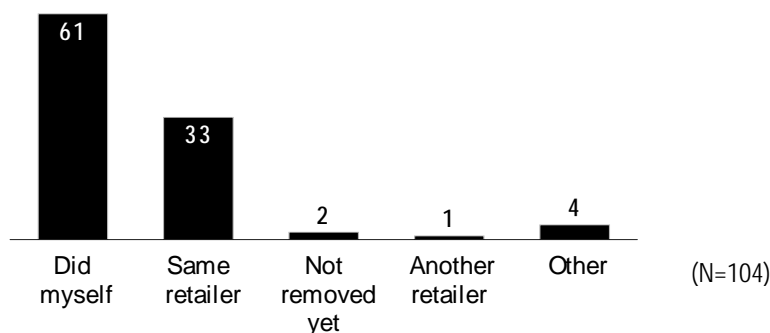


Installation of New Appliance

Most program participants removed their old wood-burning appliance themselves and about half installed their new appliance themselves. Most reported no particular problems with removal or installation.

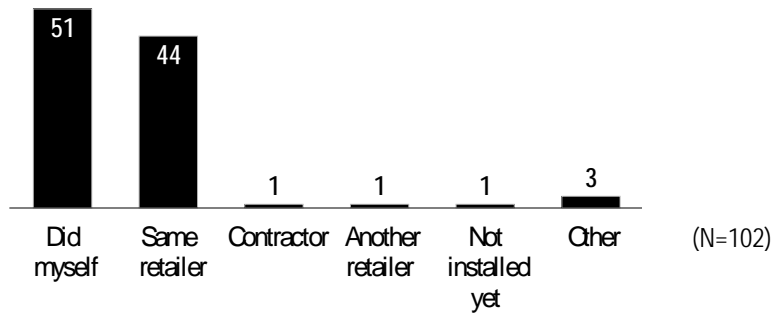
Most (61%) program participants removed their old wood-burning appliance themselves; one-third (33%) report that their old appliance was removed by the same retailer who sold them their new appliance. Almost nine in ten (87%) report no particular problems in having their old appliance removed; most of the remainder simply noted that the old appliance was heavy and the job was labour-intensive.

Who removed old appliance
2007



About half of program participants installed their new appliance themselves, while 44 percent had their appliance installed by the same retailer who sold it to them. Those who paid \$3,000 or more for their appliance were much more likely than others to report that they had the retailer handle the installation (78%).

Who installed new appliance?
2007



Two-thirds (66%) of program participants report that they did not require a permit for the installation of their new appliance. As was the case with the removal of the old appliance, the vast majority of program participants (88%) report no particular problems with the installation of the new appliance. Problems mentioned (none by more than two percent) include pipes not being up to code, needing a new flue or chimney liner, and problems with sizing or aligning connections.

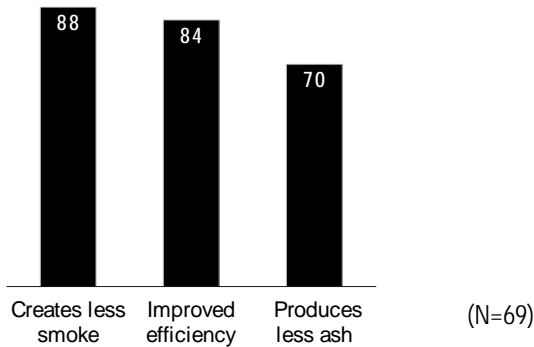
Benefits of New Appliance

Virtually all who are using their new appliance say it is operating to expectations, with reduced smoke and greater efficiency commonly observed. Four in ten are interested in additional information to maximize appliance efficiency.

Two-thirds (67%) report that their new wood-burning appliance is operating to their expectations, with most of the remainder (27%) reporting that they have not yet used their appliance. Among three potential benefits of newer wood-burning appliances assessed, the most commonly observed is that it creates less smoke (88%). Almost as many (84%) agree that their new appliance is more efficient. It is interesting to note that virtually all (96%) of those who paid less than \$2,000 for their new appliance report increased efficiency. The benefit least commonly observed is that less ash is produced; however, this benefit is still reported by seven in ten (70%).

New appliance benefits

2007



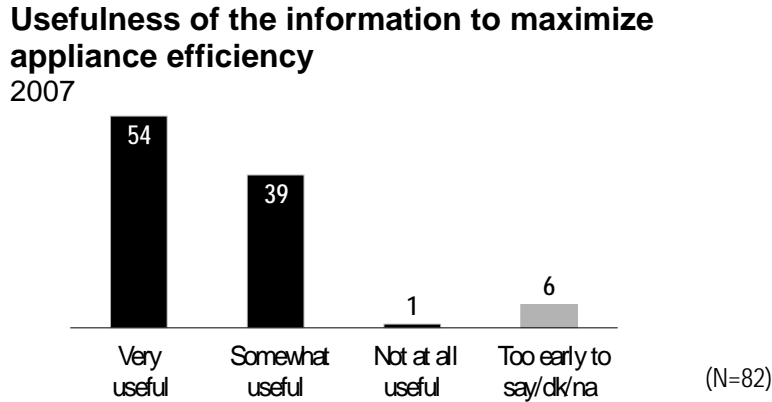
Information regarding usage of new appliance. Almost nine in ten (86%) program participants say they have received information on how to maximize the efficiency and life of their new appliance. Virtually all received this information from either the retailer (63%) and/or the manufacturer (44%).

Source of information on new appliance

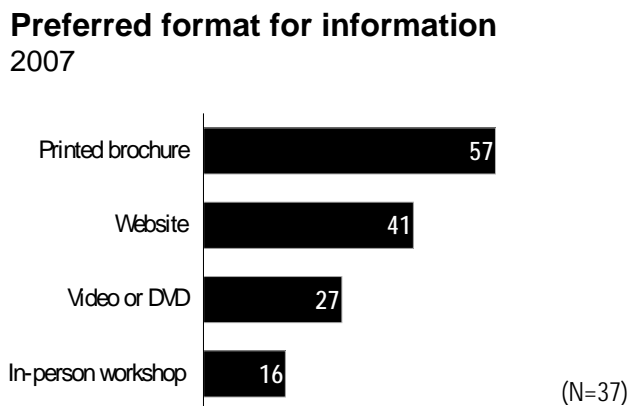
Top mentions 2007



More than nine in ten considered the information they received on their new appliance to be useful, with over half (54%) characterizing it as very useful. The more participants paid for their appliances, the less likely they are to characterize the information received as very useful. While reasons for this were not probed, one explanation might be that more expensive appliances have more features and, thus, more complex instructions.



Preferred format for additional information. Although most program participants received information with their new appliance and found it useful, a significant number (39%) would still like to receive additional information about maximizing the performance of their new appliance before the next burning season. Participants are interested in receiving this information in a variety of formats. Printed brochures are mentioned most often (57%), although web sites (41%) and video/DVD (27%) are also relatively popular. Only 16 percent are interested in attending in-person workshops.



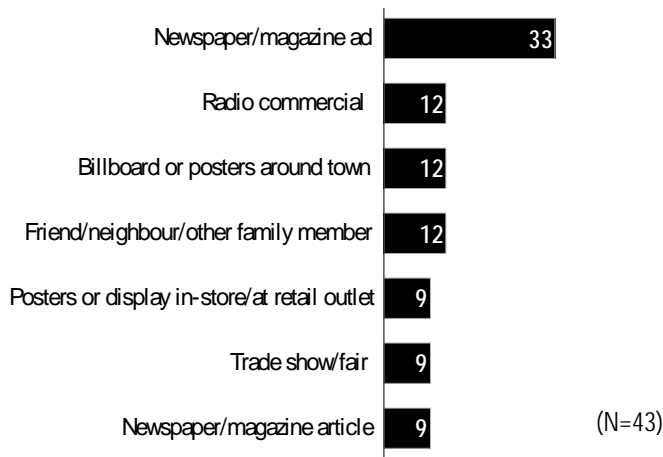
Burn-it Smart Workshops

Just under half of program participants are aware of the Burn-it Smart workshops, with one in ten program participants having attended one. Just over one-third of those who have not yet attending are interested in attending in the future.

Just under half of program participants who purchased a new wood-burning appliance (45%) are aware of the Burn-it Smart workshops conducted earlier in 2007. One-third (33%) heard about these workshops through a print ad. One in ten (12%) each mention radio commercials, billboards and posters, and hearing from friends and neighbours. No other source of awareness was mentioned by more than nine percent.

Source of information on workshops

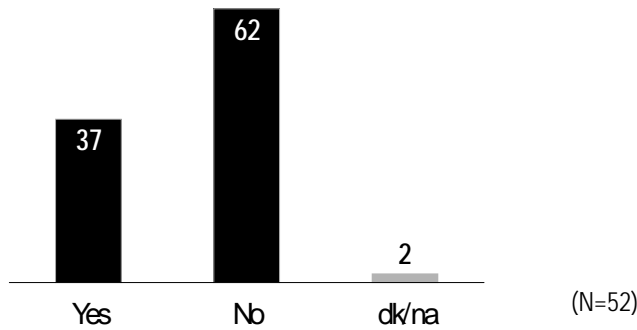
Top mentions 2007



In total, just over one in ten (12%) of those who purchased a new wood-burning appliance have attended a Burn-it Smart workshop. Those who attended did so mainly to learn more about woodstove use in general. All those who attended the workshops found them useful, with 45 percent finding them very useful.

Just over one-third (37%) of those who have not yet attended a Burn-it Smart workshop would be interested in doing so.

Interest in participating in a “Burn-It Smart” Workshop
2007

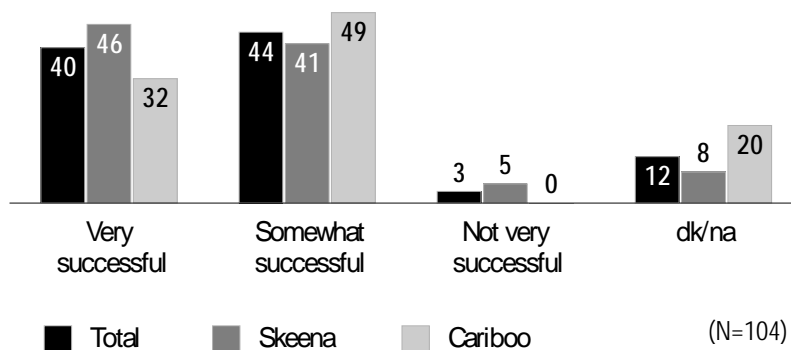


Overall Assessment of Woodstove Exchange Program

More than eight in ten program participants rate the Exchange Program as successful, with four in ten characterizing it as very successful.

More than eight in ten program participants rate the program as very (40%) or somewhat (44%) successful in encouraging people to turn in their old wood-burning appliances for newer, more efficient ones. Skeena participants are more likely to rate the program as very successful, as are those who paid the most for their new appliances. Almost all (98%) participants would recommend the program to others.

Success of Woodstove Exchange Program
2007



NON-PARTICIPANT SURVEY

This survey was conducted with individuals who started but did not finish with the woodstove exchange program (e.g., they obtained a voucher or a voucher number, but did not complete an exchange). The specific objectives of this research were to:

- Determine how the voucher system can be improved; and
- Determine how to increase complete participation in the program.

In total, six individuals who had received vouchers for the Woodstove Exchange Program, but had not yet redeemed their vouchers, were interviewed for the Non-Participant Survey. Three were from the Skeena region and three were from the Cariboo. Two of these individuals report that they are in the process of participating and the exchange of their current wood-burning appliance is imminent. The three from Skeena still plan to use their vouchers in the future.

Because of the small number of respondents, the findings of the Non-Participant Survey are summarized qualitatively below.

Program Participation Decision

Non-participants mention a number of sources of initial information about the program, including newspaper ads, the Internet, posters and local radio ads. Four of the six non-participants interviewed cited environmental concerns (i.e., their old appliance was polluting) as a reason for considering participating in the program, while three note that their old appliance had reached the end of its useful life.

The three respondents from Skeena all obtained their vouchers at least six months prior to the interview. The most common reason given for not having exchanged their appliance yet is the significant investment involved, even with the incentives provided by the Exchange Program.

Almost none of the non-participants experienced problems in obtaining information on the Exchange Program or on how the voucher worked. Most felt the information was sufficient to meet their needs. In terms of specific program details, most non-participants could recall the rebate from the Bulkley Valley District Airshed Management Society or the B.C. Ministry of Environment (in the Skeena region) or the rebate from the Air Quality Roundtable or the B.C. Ministry of Environment

(in the Cariboo region). However, most could *not* recall the in-store 15 percent discount on the new appliance, even after prompting.

All non-participants interviewed originally intended to replace a woodstove under the Exchange Program. All note that they are taking steps to reduce the smoke created by their current woodstove, but only two of the six interviewed feel that it would be helpful to get additional information about maximizing the performance of their current woodstove before the next burning season. Those who do want such information would prefer going to a web site to get it.

Burn-it Smart Workshops

Virtually all of the non-participants interviewed can recall seeing or hearing something about the Burn-it Smart workshops. A variety of sources of information on the workshops are cited, most commonly print or radio advertising. None of the non-participants interviewed attended a Burn-it Smart workshop and only one would be interested in doing so in the future.

Overall Assessment of Woodstove Exchange Program

Despite the fact that none of these individuals have participated in the program, all those with an opinion consider the program to be at least somewhat successful, although only one would characterize it as very successful.

The non-participants were asked the extent to which each of six possible changes to the program would have made a difference in encouraging them to cash in their voucher. The only change that most felt would have made a big difference to them was an increase in the amount of the cash incentive.

Non-participants report a wide range of amounts when asked what they felt was the minimum amount for a rebate that they would consider to be high enough to get them to change their old appliance. The amounts reported range from \$25 to \$500, although all but one reported an amount of at least \$100. None of the non-participants from the Skeena region feel that having to pay a \$10 refundable deposit would have made them more likely to have exchanged their appliance.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this evaluation indicate that, although local air quality is generally rated as good, a significant proportion (especially in the Cariboo region) do have some concerns about air pollution and see wood burning as a source of air pollution in the area. In addition, area residents are solidly behind most of the local by-laws and regulations regarding wood-burning appliances.

Within this context, the evaluation reveals that awareness of the Woodstove Exchange Pilot Program is widespread, with two-thirds of those with wood-burning appliances aware of the program. However, many of those aware of the program are unaware of specific program details.

In addition, program participants report a high degree of satisfaction with all elements of the program assessed, including the voucher process, and more than eight in ten consider the program to be very (40%) or somewhat (44%) successful in meeting its goal of encouraging area residents to turn in old wood-burning appliances for new, more efficient ones. Even those who did not participate in the program would generally recommend it to others they know.

That said, awareness of some elements of the program are lower than others: non-participants are generally unaware of the 15% retail discount on a new appliance, while Skeena residents tend to be unaware of the low-interest loans available from local credit unions and the DVDs and wood moisture meters available from the local library.

In addition, the findings show that satisfaction with the current wood-burning appliance is a significant obstacle to participation in the Exchange Program, as is the cost of the change-over, even after the incentives offered. The lack of awareness of all the financial incentives offered under the program is a definite issue here, as better awareness of all the incentives offered may overcome the resistance of those who feel changing their current appliance is too expensive.

Finally, most program participants (as well as those who did not complete their participation) say they are not interested in the Burn-it Smart workshops. This may simply reflect a belief that they already know how to use their appliance to its best advantage. Survey findings indicate that those who do attend find the workshops useful and a significant proportion of participants (37%) do express some interest in them.

Based on the findings and conclusions of this research, the following recommendations are provided for consideration:

1. From a customer satisfaction perspective there is no need to change the current voucher and voucher redemption process. No significant problems were reported with getting information about how the vouchers worked or with redeeming them.
2. Intensify efforts to ensure that all details of the program, particularly all financial incentives, are widely disseminated. Print ads were the most cited source of awareness about the program among the general public and participants. The majority of non-participants indicate that inserts in utility or property tax bills are a preferred channel to receive information about the Exchange Program.
3. Streamline the elements of the program across the participating communities. As it now stands, different financial incentives are offered in different communities within the region. A unified approach will aid communications efforts and will give the potential participants a clearer idea of just how much participation in the program can benefit them.
4. Continue to promote the need for new wood-burning techniques to maximize the efficiency of new wood-burning appliances, through both the Burn-it Smart workshops and other means. Given the interest in receiving information about the Exchange Program through bill inserts, this may be an excellent vehicle to also promote new wood-burning techniques and the Burn-it Smart workshops.

SURVEY METHODOLOGY

SURVEY METHODOLOGY

Three surveys were conducted as part of this research assignment.

1. Community research on program awareness and advertising

This survey consisted of telephone interviews conducted with a representative sample of 103 residents (18 years and older) of the Skeena region and 101 residents of the Cariboo region (for a total sample of 204).

Questionnaire design. The questionnaire was designed by the Ministry of Environment, with input by Environics, and pretested on a small sample of residents (n=5) to evaluate its design in terms of respondent comprehension, respondent fatigue, appropriateness of question wording and scaling, and length. A small number of text changes were made following the pretest.

Sample design. Environics was responsible for the design and selection of the survey sample. The communities included in the survey are as follows:

Skeena Terrace, Hazelton, New Hazelton, Smithers, Telkwa, Houston, Burns Lake

Cariboo Quesnel (City of Quesnel, Barlow Creek, Bouchie Lake); Williams Lake (City of Williams Lake, Dog Creek Road; 150 Mile House; Pine Valley); 100 Mile House (City of 100 Mile; 108 Mile; Lac la Hache; Horse Lake; Buffalo Creek).

The sample was designed to complete 200 interviews, 100 in each of the two target regions, which were defined using current postal codes and published municipal boundaries. Environics used a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory was published are included in the sample. Respondents were asked to confirm that they live in one of the target communities.

In each multi-person household contacted, respondents qualified for the survey if they indicated that they were over the age of 18 and would be involved in major household purchases,

Survey dates and results. Surveys were conducted between August 15 and August 22, 2007. The average length of time to complete the consumer survey interview was seven minutes.

The margin of error for a sample of 204 is +/- 6.8 percentage points, 19 times in 20. The margin of error is greater for results pertaining to demographic or other subgroups of the total sample.

2. Exit assessment with program participants

This survey consisted of telephone interviews conducted with 104 participants of the woodstove exchange programs in Skeena and Cariboo regions. As with the community survey, the questionnaire was designed by the Ministry of Environment, with input to be provided by Environics. The survey was pre-tested on a small sample (N=3) of program participants to evaluate its design in terms of respondent comprehension, respondent fatigue, appropriateness of question wording and scaling, and length. Environics briefed the Ministry of Environment on the pre-test results and recommended appropriate changes. The survey was designed to average no more than 15 minutes to complete.

Sample development. The survey was a census of all participants of the pilot program in the two regions. The Ministry of Environment provided Environics with a list of the program participants, including name and current telephone number, in the form of an electronic database (Excel). The list included 199 unduplicated contacts. Environics made every effort to complete interviews with as many participants as possible within the timeframe available for this study.

Survey dates and results. Surveys were conducted between August 29 and September 24, 2007. The average length of time to complete the participant survey interview was 11 minutes.

The margin of error for a sample of 104 is +/- 9.6 percentage points, 19 times in 20. The margin of error is greater for results pertaining to demographic or other subgroups of the total sample.

3. Assessment with program non-participants

This survey consisted of telephone interviews conducted with six non-participants of the woodstove exchange programs in Skeena and Cariboo regions. These were identified as persons who had obtained a voucher or voucher number, but who did not use it to exchange their old wood-burning product. As with the other surveys, the questionnaire was designed by the Ministry of Environment, with input to be provided by Environics. The survey was pre-tested on one non-participant to evaluate its design in terms of respondent comprehension, respondent fatigue, appropriateness of question wording and scaling, and length.

Sample development. The survey was a census of all residents of the two regions who signed up for the pilot program but who did not participate in it. Ministry of Environment provided Environics with a list of the non-participants, including name and current telephone number, in the form of an electronic database (Excel). The list included 21 unduplicated contacts. In addition, one potential respondent in the participant survey indicated they had not redeemed their voucher and gave permission to be contacted for the non-participant survey. Environics made every effort to complete interviews with as many of the non-participants as possible within the timeframe available for this study.

Survey dates and results. Surveys were attempted between September 19 and October 6, 2007. The average length of time to complete the non-participant survey interview was 13 minutes.

The margin of error for a sample of 6 is +/- 25.1 percentage points, 19 times in 20. As the sample is extremely small, the results of this survey are reported qualitatively.

Survey administration

Environics conducted the three surveys by telephone, using a state-of-the-art CATI-capable call centre in Ottawa. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). A minimum of eight calls were made to a household before classifying it as a "no answer." Following data collection and prior to analysis, data analysts performed a data-cleaning and validation process, in accordance with the highest industry standards. Completion results

The final disposition of all contacts for the three phases of the research is presented in the following table.

Completion results

	Consumer Survey N	Participant Survey N	Non-Participant N
Total sample dialled (valid unduplicated numbers)	2,236	199	22
UNRESOLVED NUMBERS (U)	1,061	26	4
Busy	55	2	0
No answer/answering machine	460	13	2
Answering machine	546	11	2
RESOLVED NUMBERS (Total minus Unresolved)	1,175	173	18
OUT OF SCOPE (Invalid/non-eligible)	352	12	2
Non-residential	9	1	0
Not-in-service	309	11	2
Fax/modem	34	0	0
IN SCOPE NON-RESPONDING (IS)	592	53	7
Refusals – household	142	9	3
Refusals – individual	246	31	0
Language barrier	12	1	0
Call-back missed/respondent not available	182	11	4
Break-offs (interview not completed)	10	1	0
IN SCOPE RESPONDING (R)	231	108	9
Disqualified*	27	4	3
Completed interview	204	104	6
RESPONSE RATE [R / (U + IS + R)]	12%	58%	45%

* Disqualification in the consumer survey means that the respondent did not live in one of the included communities, or said that they participated in the woodstove exchange program. In the participant survey, the disqualified respondent indicated they did not take part in the exchange program. In the non-participant survey, the disqualified respondent indicated they did not get a voucher for the exchange program or that they used it.

QUESTIONNAIRES

British Columbia Ministry of Environment

Woodstove Exchange Pilot Evaluation - 2007
Consumer Awareness Survey

FINAL Questionnaire

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from the Environics Research Group, a public opinion research company. Today we are conducting a brief study with residents in your area for the B. C. Ministry of Environment about a local pilot initiative. Please be assured that we are not selling or soliciting anything.

[IF ASKED: The survey will take about 10 minutes to complete]

[IF ASKED: We can provide you with a contact at Ministry of Environment if you would like to verify this survey:
Rebecca Freedman – 250-356-0664

We would like to speak with an adult member of your household who would be involved in major household purchases. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

A. General Introductory Questions

I'd like to start out with a couple of general questions about your community. . .

1. Before we begin, can you tell me in which community you currently reside?
READ CODES IF NECESSARY

Skeena-BLVD

- 01 - Terrace
- 02 - Hazelton
- 03 - New Hazelton
- 04 - Smithers
- 05 - Telkwa
- 06 - Houston
- 07 - Burns Lake

98 - Other (SPECIFY _____)

99 - NA/REFUSE

THANK AND TERMINATE

THANK AND TERMINATE

Cariboo

- 01 - Quesnel
- 02 - Williams Lake
- 03 - 100 Mile House

98 - Other (SPECIFY _____)

99 - NA/REFUSE

THANK AND TERMINATE

THANK AND TERMINATE

2. How would you rate the quality of the air in your community, that is, the presence or absence of pollution?
Is it generally:

- 01 - Excellent
- 02 - Good
- 03 - Only fair
- 04 - Poor
- VOLUNTEERED
- 05 - Depends
- 99 - DK/NA

3. As far as you know, what are the major sources of air pollution in your area?
DO NOT READ - CODE FIRST AND OTHER MENTIONS; PROBE: Any others?

- 01 – Wood burning/woodstoves/fireplaces
- 02 - Agricultural sources/stubble burning/livestock/methane from cattle
- 03 - Emissions from power generating plants
- 04 - Industry/factory emissions
- 05 - Natural events (forest fires, volcanic eruptions)
- 06 - Ozone/ground level ozone
- 07 - Paints/aerosols/spray cans
- 08 - Pollution from the U.S/distant regions
- 09 - Road dust
- 10 - Small engine emissions (lawnmowers, snowmobiles)
- 11 - Vehicle emissions (cars, trucks, SUVs)
- 12 - Weather
- 13 - Forest fires
- 14 – Paper mill/Lumber mill/Logging
- 15 – Energy plants/Pellet plant
- 16 – Cement plant
- 17 – Trucking/Diesel trucks
- 97 - None/no sources of pollution
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

4. Do you currently have a woodstove or other wood burning appliance in your home?
READ IF NECESSARY: Wood burning appliances include wood furnaces, outdoor wood boilers, woodstoves, pellet stoves, fireplace inserts and fireplaces

- 01 – Yes
- 02 – No SKIP TO Q.35
- 99 – DK/NA SKIP TO Q.35

5. (IF YES IN Q.4) In what year was this stove or appliance purchased?
IF MORE THAN ONE, RECORD MOST RECENT

- ____ Year
- 9997 – Came with house when moved in – ASK FOR YEAR WHEN MOVED IN
- 9999 – DK/NA

6. Does your woodstove or appliance have a label for a US EPA Environmental Emissions Certification?
INTERVIEWER: US EPA: US Environmental Protection Agency; CSA: Canadian Standards Association

01 – Yes
02 – No
VOLUNTEERED
04 – CSA Safety sticker/Certification
98 – Other Certification (SPECIFY _____)
99 – DK/NA

B. Woodstove Exchange Program

7. Do you recall seeing or hearing something about a program in your area to encourage residents to exchange their old, inefficient woodstoves for more energy-efficient and clean burning models?

INTERVIEWER: CORRECT NAME IS:
SKEENA – SKEENA-BVLD WOODSTOVE EXCHANGE PROGRAM;
CARIBOO – CARIBOO WOODSTOVE EXCHANGE PROGRAM

01 – Yes
02 – No SKIP TO Q.25a-b
99 – DK/NA SKIP TO Q.25a-b

8. (IF YES TO Q.6) Where do you recall seeing or hearing about this program?
DO NOT READ – CODE ALL THAT APPLY

01 – Newspaper/magazine ad
02 – Newspaper/magazine article
03 – TV commercial
04 – TV news/feature story
05 – Radio commercial
06 – Radio new/feature story
07 – Municipal Council or office
08 – Billboard
09 – Community bulletin board
10 – Utility bill/insert
11 – Direct mail/flyer advertisement/door hanger
12 – Display in store
13 – Internet/website (SPECIFY Website ____)
14 – Retail store/contractor
15 – Realtor
16 – Financial institution/bank
17 – Tradeshow/fair
18 – Friend/neighbour/other family member
19 – Co-worker
20 – Local newsletter
21 – Pamphlet
22 – Firm which did house assessment/evaluation
98 – Other (SPECIFY _____)
99 – DK/NA

9. Would you say you are very, somewhat, not very or not at all familiar with this program?

01 – Very familiar
02 – Somewhat familiar
03 – Not very familiar
04 – Not at all familiar SKIP TO Q.25a-b
VOLUNTEERED
05 – Have participated in program REDIRECT TO PARTICIPANT SURVEY
99 – DK/NA SKIP TO Q.25a-b

10. From what you know or have heard, what is this program all about?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Program to retire old woodstoves
- 02 – Purpose is to clean up air/address pollution problem
- 03 – Provides rebates/financial incentives to exchange old stoves
- 04 – Discourage wood burning/use other sources of heat
- 05 – Educate residents on how to use woodstoves/appliances
- 06 – Education residents on how to reduce pollution from woodstoves/appliances
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

11. What organizations are involved in promoting or implementing this program?

DO NOT READ – CODE ALL THAT APPLY

- 01 – B.C. Ministry of Environment
- 02 – B.C. Government
- 03 – Local town/district
- 04 – BVLD Airshed Management Society
- 05 – Quesnel/Williams Lake Air Quality Roundtable
- 06 – BC Lung Association
- 07 – Wood Energy Technicians of BC (WET BC)
- 08 – Hearth Patio Barbeque Association (HPBA)
- 09 – Hearth Patio & Barbeque Association – Western Chapter (WHPBA)
- 10 – Baker Creek Enhancement Society (BCES)
- 11 – Local retailer/stores selling woodstoves/appliances
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

SKEENA-BVLD ONLY – CARIBOO SKIP TO Q.14

12. Were you aware of any of the following types of support offered in conjunction with the woodstove exchange program?

READ AND ROTATE A AND B; ALWAYS READ C LAST

- a. Special low interest loans from local credit unions to help finance the purchase of a new energy-efficient woodstove or appliance
- b. Cash rebates for new woodstoves offered by some local municipal and regional districts
- c. Wood moisture meters and “how-to” DVDS on woodstoves, that can be borrowed from your community library

- 01 – Yes
- 02 – No
- 99 – DK/NA

13. (ASK IF YES TO Q.12c) Have you ever borrowed these materials from your library?

- 01 – Yes
- 02 – No
- 99 – DK/NA

14. (CARIBOO ONLY) Were you aware this woodstove exchange program offered cash rebates from both retailers and the local Air Quality Roundtables?

- 01 – Yes
- 02 – No
- 99 – DK/NA

15. (ASK ALL) Have you participated in this program, in terms of exchanging an old stove for a newer more energy efficient and cleaner burning model or appliance?

- 01 – Yes **CONFIRM THAT ACTUALLY EXCHANGED OLDER WOODSTOVE/APPLIANCE 02 –2 THROUGH THE EXCHANGE PROGRAM (VS. ON OWN); THEN SWITCH TO 99 – 99 – PARTICIPANT SURVEY OR SCHEDULE CALLBACK OF SURVEY NOT READY**
- 02 – No CONTINUE
- VOLUNTEERED
- 03 - In process of participation SKIP TO Q.18
- 99 – DK/NA CONTINUE

16. (IF NO/DK/NA TO Q.15) [SKEENA: Have you considered/CARIBOO: Did you consider] participating in this woodstove exchange program?

- 01 – Yes SKIP TO Q.18
- 02 – No
- 99 – DK/NA

17. (IF NO/DK/NA TO Q.16) What is the main reason you did not consider this woodstove exchange program?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Too costly to replace
- 02 – Satisfied with current stove
- 03 – Current stove not that old/works fine
- 04 – Financial incentives not large enough
- 05 – Do not know enough about program
- 06 – Program too complicated to use
- 07 – Never really thought about it
- 08 – Don't believe program is needed/air pollution not a problem
- 09 – Moving to new home
- 10 – Renting home
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

SKIP TO Q.19

18. (SKEENA-BVLD ONLY – CARIBOO SKIP TO Q.19) (IF YES IN Q.16) Do you anticipate exchanging your woodstove through this program:
READ – CODE ONE ONLY

- 01 – Within the next two months
- 02 – Within the next three to six months
- 03 – In the next 7 to 12 months
- 04 – In 1 to 2 years
- 05 – More than two years down the road
- VOLUNTEERED
- 06 – Depends
- 07 – DK/NA

19. Do you have friends, neighbours or other people you know who have exchanged their woodstove through this program?

- 01 – Yes
- 02 – No
- 99 – DK/NA

20. Have you yourself looked for information about this woodstove exchange program?

- 01 – Yes
- 02 – No SKIP TO Q.23
- 99 – DK/NA SKIP TO Q.23

21. (IF YES TO Q.20) Where have you looked to learn more about this program?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Provincial government
- 02 – Local government
- 03 – Local utility
- 04 – Retailers/Woodstove dealers
- 05 – Contractor
- 06 – Internet/web
- 07 – Friends/family/co-workers
- 08 – Local newspaper
- 09 - Pamphlet
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

22. Did you end up finding the information on this program you were looking for?

- 01 – Yes
- 02 – No
- 99 – DK/NA

IF ALREADY ASKED Q.18 – SKIP TO Q.24

23. How likely are you to exchange your woodstove through this program [SKEENA-BVLD: in the next year or so/ CARIBOO: When it is offered again in 2009]? Are you definitely, likely, likely not or definitely likely to do so?

- 01 – Definitely participate
- 02 – Likely participate
- 03 – Likely not participate
- 04 – Definitely not participate
- VOLUNTEERED
- 05 – Depends
- 99 – DK/NA

24. From what you know or have heard about this program, would you recommend it to someone you know well?

- 01 – Yes
- 02 – No
- VOLUNTEERED
- 03 - Depends
- 99 – DK/NA

ASK IF OWN WOODSTOVE IN Q.3 AND NOT FAMILIAR/DKNA IN Q.9 – OTHERS SKIP TO Q.29

25a. (SKEENA-BVLD ONLY): In 2007, the Skeena-BVLD Region offered a program to encourage residents to exchange old, inefficient woodstoves for newer energy-efficient and cleaner burning models that meet a higher standard that reduce local air pollution. A 15% cash rebate was available from retailers in the Spring, and residents are still eligible for a cash rebate ranging from \$50 to \$500, and a low interest loan from local credit unions.

How likely would you be to exchange your woodstove through this program in the next year? Would you be definitely, likely, likely not or definitely likely to do so?

- 01 – Definitely participate SKIP TO Q.26
- 02 – Likely participate SKIP TO Q.26
- 03 – Likely not participate
- 04 – Definitely not participate
- VOLUNTEERED
- 05 – Depends
- 99 – DK/NA SKIP TO Q.26

25b. (CARIBOO ONLY): Earlier this year, the Cariboo Region offered a program to encourage residents to exchange old, inefficient woodstoves for newer energy-efficient and cleaner burning models that meet a higher standard that reduce local air pollution. Depending on the specific community, residents were eligible for a 15% cash rebate from retailers and/or a \$300 cash rebate from the local Air Quality Roundtable.

This program is now ended, but will be offered again in 2009. How likely would you be to exchange your woodstove through this program when it is offered again. Would you be definitely, likely, likely not or definitely not participate?

- 01 – Definitely participate SKIP TO Q.26
- 02 – Likely participate SKIP TO Q.26
- 03 – Likely not participate
- 04 – Definitely not participate
- VOLUNTEERED
- 05 – Depends
- 06 – Will exchange stove before 2009
- 99 – DK/NA SKIP TO Q.26

26. (IF LIKELY/DEFINITELY NOT/DEPENDS IN Q.25a-b) What is the main reason you would be unlikely to participate in this woodstove exchange program?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Too costly to replace/Cannot afford/Not affordable
- 02 – Satisfied with current stove
- 03 – Current stove not that old/works fine
- 04 – Financial incentives not large enough
- 05 – Do not know enough about program
- 06 – Program too complicated to use
- 07 – Never really thought about it
- 08 – Don't believe program is needed/air pollution not a problem
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

27. Are you interested in getting more information about this woodstove exchange program?

- 01 – Yes
- 02 – No SKIP TO Q.29
- 99 – DK/NA SKIP TO Q.29

28. (IF YES TO Q.27) In which of the following formats would this information be most useful to you?
READ AND ROTATE – CODE ALL THAT APPLY

- 01 – Printed booklet
- 02 – Website
- 03 – Newspaper ads
- 04 – Radio ads
- 05 – Utility bill/Property tax insert
- VOLUNTEERED
- 98 – OTHER (SPECIFY _____)
- 99 – DK/NA

C. Burn-it Workshops

29. Do you recall seeing or hearing anything about workshops on woodstove use and clean burning practices in your area held earlier this year, called “Burn-it Smart” workshops?

- 01 – Yes
- 02 – No SKIP TO Q.35
- 99 – DK/NA SKIP TO Q.35

30. (IF YES TO Q.29) Where do you recall seeing or hearing about these workshops?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Newspaper/magazine ad
- 02 – Newspaper/magazine article
- 03 – TV commercial
- 04 – TV news/feature story
- 05 – Radio commercial
- 06 – Radio new/feature story
- 07 – Municipal Council or office
- 08 – Billboard
- 09 – Community bulletin board
- 10 – Utility bill/insert
- 11 – Direct mail/flyer advertisement/door hanger
- 12 – Display in store
- 13 – Internet/website (SPECIFY Website _____)
- 14 – Retail store/contractor
- 15 – Realtor
- 16 – Financial institution/bank
- 17 – Tradeshow/fair
- 18 – Friend/neighbour/other family member
- 19 – Co-worker
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

31. Did you attend one of the Burn-it Smart workshops held in your area?

- 01 – Yes
- 02 – No SKIP TO Q.35
- 99 – DK/NA SKIP TO Q.35

32. (IF YES TO Q.31) What was the main thing that prompted you to attend?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Learn more about woodstove use
- 02 – Learn more about burning wood cleanly and efficiently
- 03 – Learn more about health effects related to wood smoke
- 04 – Learn more about air quality/pollution impacts of wood smoke
- 05 – To learn more about woodstove exchange
- 06 – Door prizes/incentives being offered for attendance
- 07 – Accompanying someone else who wanted to attend.
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

33. Overall how useful did you find the workshop? Was it very, somewhat, not very or not at all useful in terms of what you hoped to learn from it?

- 01 – Very useful SKIP TO Q.35
- 02 – Somewhat useful SKIP TO Q.35
- 03 – Not very useful
- 04 – Not at all useful
- VOLUNTEERED
- 99 – DK/NA

34. (IF NOT VERY/NOT AT ALL USEFUL IN Q.33) In what ways could it have been more useful for you?
SPECIFY

99 – DK/NA

D. Local By-laws

35. Are you aware of any local by-laws or regulations governing the use of woodstoves in your community?

- 01 – Yes
- 02 – No SKIP TO Q.37
- 99 – DK/NA SKIP TO Q.37

36. From what you know or have heard, what do these by-laws cover?
DO NOT READ – CODE ALL THAT APPLY

- 01 – What type of woodstoves/appliances can be sold/purchased
- 02 – What type of woodstove/appliance can be installed
- 03 – Restrictions on using wood burning appliances when air quality is poor/during Advisories
- 04 – Old inefficient woodstoves must be removed/no longer used by certain date
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

37. Provincial regulations currently require that all woodstoves sold by B.C. retailers must meet EPA and Canadian standards for emissions and energy efficiency. Do you strongly support, somewhat support, somewhat oppose or strongly oppose this current provincial regulation?

- 01 – Strongly support
- 02 – Somewhat support
- 03 – Somewhat oppose
- 04 – Strongly oppose
- VOLUNTEERED
- 05 – Depends
- 99 – DK/NA

38. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the following local by-laws currently in effect in your community?
REPEAT RESPONSE SCALE AS NEEDED

- a. [SMITHERS/HOUSTON/BURNS/QUESNEL] All stoves and other wood burning appliances installed must meet EPA emissions and safety standards
- b. [HOUSTON] All currently installed stoves and wood burning appliances that do not meet EPA emissions standards must be removed from use by December 2010.
- c. [BURNS LAKE/SMITHERS/HOUSTON] All currently installed stoves and wood burning appliances that do not meet EPA emissions and safety standards must be replaced or removed upon the sale of the property [SMITHERS: as of June 2008/ HOUSTON as of December 2010]
- d. [SMITHRES/HOUSTON/BURNS LAKE] Residents are not allowed to use their stove or wood burning appliance during an Air Quality Advisory, unless it is the sole source of heat for their home

- 01 – Strongly support
- 02 – Somewhat support
- 03 – Somewhat oppose
- 04 – Strongly oppose
- VOLUNTEERED
- 05 – Depends
- 99 – DK/NA

39. Before we complete the survey, do you have any further comments about any of the topics we've covered?
SPECIFY

99 – DK/NA/None

E. Respondent Characteristics

Finally, I'd like to ask you just a few questions about yourself that will help us analyze the results of this survey. . .

40. How many individuals, including yourself, currently live in your household?

99 – NA/REFUSE

41. Which one of the following categories best describes your home?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

01 – A single-family house detached from any other house

02 – A single-family house attached to one or more houses, for example a townhouse or duplex

03 – An apartment building or condominium no more than four stories, or

04 – A mobile home or trailer

VOLUNTEERED

98 – Other (SPECIFY _____)

99 – DK/NA

42. Do you currently own or rent your home?

01 – Own

02 – Rent

99 – NA/Refuse

43. In what year were you born?

_____ Year born

9999 - REFUSE/NA

44. For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2006?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

01 – Less than \$40,000

02 – \$40,000 up to \$75,000

03 – \$75,000 up to \$100,000

04 – \$100,000 up to \$150,000

05 – \$150,000 and over

VOLUNTEERED

99 – DK/NA

45. And finally, may I have the six digits of your postal code?

RECORD

____ _
999999 – NA/Refuse

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

This survey was conducted on behalf of the B.C. Ministry of Environment Thank you very much for your participation.

IF REQUESTED: PROVIDE CONTACT FOR MORE INFORMATION ON WOODSTOVE EXCHANGE PROGRAM:

SKEENA-BVLD: Xchange Hotline – 1-888-334-0335, or visit cleanairplan.ca
CARIBOO: Grover Christiansen – 250-398-4530

RECORD:

46. Gender

01 Male

02 Female

British Columbia Ministry of Environment
Woodstove Exchange Pilot Evaluation - 2007
Participant Survey
Final Questionnaire

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from the Environics Research Group, a public opinion research company. Today we are conducting a brief study with households who participated in a recent woodstove exchange program in your area.

May we speak with [NAME FROM LIST] IF NOT AVAILABLE ARRANGE CALL-BACK

[IF ASKED: The survey will take about 15 minutes to complete]

[IF ASKED: We can provide you with a contact at Ministry of Environment if you would like to verify this survey:
Rebecca Freedman – 250-356-0664

A. Participation Confirmation

1. I'd like to confirm you participated in this woodstove exchange program in the past year:

- 01 – Yes
- 02 – No THANK AND TERMINATE
- 99 – DK/NA THANK AND TERMINATE

2. [ASK IF OTHER THAN 100 MILE HOUSE] Did you receive a voucher or a voucher number for a cash rebate for exchanging your old woodstove or wood burning appliance for a new one?

- 01 – Yes
- 02 – No
- 99 – DK/NA

3. In what month did you exchange your old wood-burning appliance for a new one?
INTERVIEWER: SHOULD BE MONTH WHEN OLD APPLIANCE WAS REMOVED

- ___ ___ Month SKIP TO Q.5
- 96 – Have not yet exchanged woodstove/appliance
- 99 – NA/REFUSE SKIP TO Q.5

4. (IF NOT YET EXCHANGED IN Q.3) When do you plan to replace your old stove or wood burning appliance for a new one?

- ___ ___ Month in 2007
- 13 – Sometime in 2008
- 14 – No specific timetable yet
- 97 – Do not plan to do so
- 99 – DK/NA

Right now we are surveying residents who have replaced their woodstove or appliance through this exchange program. We may like to call you back at another time to do a related survey.
[REQUEST PERMISSION AND RECORD RESPONSE – THEN THANK AND TERMINATE]

B. Program Participation

5. Can you tell me how you first heard about the woodstove exchange program in your area?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Posters around town/in store windows
- 02 – Newspaper ad
- 03 – Local radio ad
- 04 – Phone call invitation
- 05 – Letter/doorhanger received at home
- 06 – From friend/family member/co-worker
- 07 – A retail outlet/store display or staff
- 08 – Local air quality group/organization
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

6. What would you say are the main reasons you decided to participate in this program?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Needed to exchange woodstove/appliance anyway
- 02 – Financial incentives/money back
- 03 – Safety reasons – old stove no longer safe
- 04 – Environmental concerns – old stove was polluting
- 05 – Efficiency/more heat for less fuel
- 06 – Neighbour concerns
- 07 – Reduce energy costs/save money
- 08 – Save on wood/burn less wood
- 09 – Local bylaw or insurance requirement
- 10 – Wanted more attractive/aesthetic stove/appliance
- 11 – General concern about air quality in area
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

7. Were you already planning to exchange or replace your old stove or wood burning appliance when you first heard about this program?

- 01 – Yes
- 02 – No
- 99 – DK/NA

8. Would you have gone ahead and replaced your old stove or appliance even if this program were not offered?

- 01 – Yes
- 02 – No
- VOLUNTEERED
- 03 – Yes but at some later date/eventually
- 99 – DK/NA

9. How long did it take you to buy a new woodstove or appliance after hearing about this exchange program?
RECORD IN DAYS, WEEKS OR MONTHS - IF ONE YEAR OR MORE CONVERT TO MONTHS

- ___ ___ Days
- ___ ___ Weeks
- ___ ___ Months
- 99 – DK/NA

10. (IF Q.9 IS LONGER THAN TWO MONTHS) Is there any particular reason why you did not exchange your old woodstove or appliance sooner than this?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Didn't get around to it
- 02 – Cost/financial reasons – significant investment
- 03 – Deciding what new product to buy
- 04 – Getting information about exchange program
- 05 – Personal reasons (health/travel)
- 06 – Old appliance was working fine
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

11. (IF NOT MENTIONED IN Q.10) Did you experience any problems obtaining the information you needed about the exchange program?

- 01 – Yes
- 02 – No
- 99 – DK/NA

12. Was the information you obtained or received on the exchange program sufficient to meet your particular needs?

- 01 – Yes
- 02 – No
- 99 – DK/NA

13. What financial incentives were you able to take advantage of when you exchanged your woodstove or appliance?

READ LIST IF NECESSARY – CODE ALL THAT APPLY

Skeena-BVLD

- 01 – In-store 15% discount on new product
- 02 – Rebate/voucher/cash back from local government (amount may range from \$50 to \$500)
- 03 – Rebate/voucher/cash back from Bulkley Valley District Airshed Management Society or B.C. Ministry of Environment (CODE ANY MENTION OF BULKLEY VALLEY SOCIETY OR PROVINCIAL GOVERNMENT PROGRAM HERE)
- 04 – Low interest loan from credit union

Cariboo

- 01 – Retailer/store 15% discount on new product
- 02 – Permit fee waived
- 03 – Rebate/voucher/cash back from Air Quality Roundtable, Baker Creek Enhancement Society or B.C. Ministry of Environment (\$300) (CODE ANY MENTION OF AIR QUALITY GROUP OR PROVINCIAL GOVERNMENT PROGRAM HERE)
- 05 – Door prize from "Burn-it-Smart" workshop (\$750)

Both regions

- 98 – Other (SPECIFY _____)
- 97 – None
- 99 – DK/NA

13b. IF NOT CODE 01 AT Q13: Did you get a retail discount of 15% off the cost of your new appliance?

- 01 – Yes
- 02 – No
- 99 – DK/NA

14. ASK IF VOUCHER RECEIVED IN Q2: Did receiving the voucher make a big difference, some difference or little difference in going ahead and exchanging your old wood burning appliance for a new one?

01 – Big difference
02 – Some difference
03 – Little difference
VOLUNTEERED
04 – No difference
99 – DK/NA

15. ASK IF VOUCHER RECEIVED IN Q2: Did you experience any problems getting the information you needed about how the voucher worked?

01 – Yes
02 – No
99 – DK/NA

16. ASK IF VOUCHER RECEIVED IN Q2: Did you experience any problems cashing in your voucher?

01 – Yes
02 – No
99 – DK/NA

C. Product Purchase

17. Did you purchase a new woodstove, a wood furnace, a pellet stove or some other type of appliance under this exchange program?

READ CATEGORIES IF NECESSARY – CODE MORE THAN ONE IF VOLUNTEERED

01 – Woodstove
02 – Wood furnace
03 – Pellet stove
04 – Fireplace insert
05 – Heat pump
06 – Gas or electric stove
07 – Outdoor wood boiler (INTERVIEWER CLARIFY – ITEM NOT ELIGIBLE FOR THIS PROGRAM)
98 – Other (SPECIFY _____)
99 – DK/NA

18. Approximately how much did you end up paying for:

- a) The appliance itself, after all rebates and including all taxes, but not including installation
b) Any extra costs, such as installation, removal of the old appliance, chimney installation, repair or modification, or any other charges related to replacing your old wood-burning appliance.

SPECIFY – IF OVER \$10,000 CLARIFY IF RESPONDENT MEANS “XX HUBDRED” OR “XX THOUSAND”

\$ _____

02 – CAN ONLY GIVE TOTAL AMOUNT – STOP ASKING Q18A/B AND ASK Q18B
99999 – DK/NA

18b. What was the total amount? (IF ASKED CLARIFY: What was the final price after all rebates were used, including taxes?)
SPECIFY – IF OVER \$10,000 CLARIFY IF RESPONDENT MEANS “XX HUNDRED” OR “XX THOUSAND”

\$ _____
99999 – DK/NA

(Q19 DELETED)

20. How satisfied were you with your experience in purchasing this product from this retailer? Were you:

- 01 – Completely satisfied SKIP TO Q.22
- 02 – Somewhat satisfied SKIP TO Q.22
- 03 – Not very satisfied
- 04 – Not at all satisfied
- VOLUNTEERED
- 99 – DK/NA SKIP TO Q.22

21. (IF NOT VERY/NOT AT ALL SATISFIED IN Q.20) In what way were you not more satisfied with this purchase experience?
SPECIFY

99 – DK/NA

22. Did this retailer remove your old wood burning appliance, or was this done by someone else?
DO NOT READ – CODE ONE ONLY

- 01 – Same retailer
- 02 – Another retailer
- 03 – Contractor
- 04 – Did yourself
- VOLUNTEERED
- 05 – Has not been removed yet
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

23. ASK IF NOT CODE 05 AT Q22: Were there any particular problems in having your old appliance removed?

- 01 – No problems
- 02 – Yes, had a problem: SPECIFY _____
- 99 – DK/NA

24. ASK IF CODE 01, 02, 03 AT Q17: Was a permit required for the installation of your new appliance?
DO NOT READ CATEGORIES

- 01 – Yes
- 02 – Installation did not require a permit
- 03 – Installation required a permit but did not get one
- 04 – Not yet installed
- 99 – DK/NA

25. ASK IF NOT CODE 04 AT Q24: Was your new appliance *installed* by the same retailer you bought it from, or by someone else?
DO NOT READ – CODE ONE ONLY
- 01 – Same retailer who sold product
02 – Another retailer
03 – Contractor
04 – Did yourself
98 – Other (SPECIFY _____)
99 – DK/NA

26. ASK IF NOT CODE 04 AT Q24: Were there any particular problems in having this [APPLIANCE FROM Q.17] installed?
SPECIFY
- _____
- 99 – DK/NA

**D. New Appliance Operation – ASK THIS SECTION IF CODE 01, 02 OR 03 AT Q17 – OTHERS
SKIP TO SECTION F**

27. Is your [APPLIANCE FROM Q.17] currently operating to your expectations?
- 01 – Yes SKIP TO Q.29
02 – No
VOLUNTEERED
03 – Have not used yet SKIP TO Q.30
99 – DK/NA SKIP TO Q.29

28. (IF NO IN Q.27) In what way is it not operating as you expected?
DO NOT READ – CODE ALL THAT APPLY
- 01 – Not as efficient/uses more wood
02 – Not as clean/creates more ash/smoke
98 – Other (SPECIFY _____)
99 – DK/NA

29. Have you noticed any of the following improvements in the use of your new [APPLIANCE FROM Q.17]?
- a) More efficiency, that is, uses less wood for the same functions as your old appliance
b) Produces less ash
c) Creates less smoke
- 01 – Yes
02 – No
99 – DK/NA

30. Did you receive any information on how to maximize the efficiency and life of this new appliance?
- 01 – Yes
02 – No SKIP TO Q.33
99 – DK/NA SKIP TO Q.33

31. (IF YES TO Q.30) From where did you receive this information?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Manufacturer (booklet with appliance or web site)
- 02 – Retailer/in-store sales person, display, brochure or pamphlet
- 03 – Internet (general)
- 04 – Air Quality display or booth
- 05 – Ministry of Environment web site or office
- 06 – Library
- 07 – Exchange program coordinator
- 08 – Clean Air Day or other event
- 09 – Burn-it Smart workshop
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

32. Did you find this information to be very, somewhat, not very or not at all useful?

- 01 – Very useful
- 02 – Somewhat useful
- 03 – Not very useful
- 04 – Not at all useful
- VOLUNTEERED
- 05 – Too early to say/just received
- 99 – DK/NA

33. Would you find it helpful to obtain additional information about maximizing the performance of your [APPLIANCE FROM Q.17] before the next burning season?

- 01 – Yes
 - 02 – No
 - 99 – DK/NA
- SKIP TO Q.35
SKIP TO Q.35

34. (IF YES TO Q.33). Which format for such information would be most useful for you?
READ – CODE ALL THAT APPLY

- 01 – Video or DVD
- 02 – Printed brochure
- 03 – Website
- 04 – In-person workshop
- VOLUNTEERED
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

**E. Burn-it Smart Workshops - ASK THIS SECTION IF CODE 01, 02 OR 03 AT Q17 – OTHERS
SKIP TO SECTION F**

35. Do you recall seeing or hearing anything about workshops on wood burning appliances use in your area held earlier this year, called "Burn-it Smart" workshops? [IF MENTION WINNING \$750 VOUCHER AT WORKSHOP IN Q.13 OR BURN-IT SMART WORKSHOP IN Q31 ASK: I'd like to confirm that you attended a Burn-it-Smart workshop in the past year?]

- 01 – Yes
- 02 – No SKIP TO Q.37b
- 99 – DK/NA SKIP TO Q.37b

36. (IF YES TO Q.35) Where do you recall seeing or hearing about these workshops?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Newspaper/magazine ad
- 02 – Newspaper/magazine article
- 03 – TV commercial
- 04 – TV news/feature story
- 05 – Radio commercial
- 06 – Radio new/feature story
- 07 – Municipal Council or office
- 08 – Billboard or posters around town
- 09 – Community bulletin board
- 10 – Utility bill/insert
- 11 – Direct mail/flyer advertisement/door hanger
- 12 – Posters or display in-store/at retail outlet
- 13 – Internet/website (SPECIFY Website _____)
- 14 – Contractor
- 15 – Realtor
- 16 – Financial institution/bank
- 17 – Tradeshow/fair
- 18 – Friend/neighbour/other family member
- 19 – Co-worker
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

IF MENTIONED WINNING \$750 VOUCHER AT WORKSHOP IN Q.13 OR BURN-IT SMART WORKSHOP IN Q31 AND CONFIRMED ATTENDANCE TO WORKSHOP IN Q.35 – SKIP TO Q.38

37a. Did you attend one of the Burn-it Smart workshops held in your area?

- 01 – Yes SKIP TO Q.38
- 02 – No ASK Q37B THEN SKIP TO Q.41
- 99 – DK/NA ASK Q37B THEN SKIP TO Q.41

37b. Would you be interested in participating in an evening or weekend Burn-it-Smart workshop to learn useful tips on efficient and safe wood burning practices, so that you can get the most out of your firewood and new appliance?

- 01 – Yes SKIP TO Q.41
- 02 – No SKIP TO Q.41
- 99 – DK/NA SKIP TO Q.41

38. (IF YES TO Q.37a OR IF ATTENDANCE CONFIRMED IN Q35) What was the main thing that prompted you to attend (the Burn-It Smart workshop)?

DO NOT READ – CODE ALL THAT APPLY

- 01 – To learn more about woodstove use
- 02 – To learn more about woodstove exchange
- 03 – Door prizes/incentives being offered for attendance
- 04 – Accompanying someone else who wanted to attend.
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

39. Overall how useful did you find the workshop? Was it very, somewhat, not very or not at all useful in terms of what you hoped to learn from it?

- 01 – Very useful SKIP TO Q.41
- 02 – Somewhat useful SKIP TO Q.41
- 03 – Not very useful
- 04 – Not at all useful
- VOLUNTEERED
- 99 – DK/NA

40. (IF NOT VERY/NOT AT ALL USEFUL IN Q.39) In what ways could it have been more useful for you? SPECIFY

99 – DK/NA

F. Overall Program Success

41. From what you have heard, how successful do you think this woodstove exchange program has been in encouraging residents to turn in old wood burning appliances for new more efficient ones? Would you say very, somewhat, not very or not at all successful?

- 01 – Very successful
- 02 – Somewhat successful
- 03 – Not very successful
- 04 – Not at all successful
- VOLUNTEERED
- 99 – DK/NA

42. Would you recommend this woodstove exchange program to someone you know?

- 01 – Yes
- 02 – No
- VOLUNTEERED
- 03 - Depends
- 99 – DK/NA

43. Before we complete the survey, do you have any further comments about any of the topics we've covered? SPECIFY

99 – DK/NA/None

G. Respondent Characteristics

Finally, I'd like to ask you just a few questions about yourself that will help us analyze the results of this survey. . . Please be assured all of the answers you provide on this survey will remain completely anonymous.

44. How many individuals, including yourself, currently live in your household?

99 – NA/REFUSE

45. Which one of the following categories best describes your home?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

01 – A single-family house detached from any other house

02 – A single-family house attached to one or more houses, for example a townhouse or duplex

03 – An apartment building or condominium no more than four stories

04 – An apartment building or condominium five or more stories, or

05 – A mobile home or trailer

VOLUNTEERED

98 – Other (SPECIFY _____)

99 – DK/NA

46. Do you currently own or rent your home?

01 – Own

02 – Rent

99 – NA/Refuse

47. In what year were you born?

_____ Year born

9999 - REFUSE/NA

48. For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2006?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

01 – Less than \$40,000

02 – \$40,000 up to \$75,000

03 – \$75,000 up to \$100,000

04 – \$100,000 up to \$150,000

05 – \$150,000 and over

VOLUNTEERED

99 – DK/NA

49. And finally, may I have the six digits of your postal code?

RECORD

999999 – NA/Refuse

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

This survey was conducted on behalf of the B.C. Ministry of Environment Thank you very much for your participation.

IF REQUESTED: PROVIDE CONTACT FOR MORE INFORMATION ON WOODSTOVE EXCHANGE PROGRAM:

SKEENA-BVLVD: Colin Mcleod at the Xchange Hotline– 1-888-334-0335, or visit cleanairplan.ca
CARIBOO: Grover Christiansen – 250-398-4530

RECORD:

51. Gender

- 01 Male
- 02 Female

52 RECORD COMMUNITY

Skeena-BLVD

- 01 - Terrace
- 02 – Hazelton
- 03 – New Hazelton
- 04 – Smithers
- 05 – Telkwa
- 06 – Houston
- 07 – Burns Lake
- 98 – Other rural – Skeena

Cariboo

- 01 – Quesnel
- 02 – Williams Lake
- 03 – 100 Mile House
- 98 – Other rural – Cariboo

British Columbia Ministry of Environment
Woodstove Exchange Pilot Evaluation - 2007
Non-Participant Survey

FINAL Questionnaire

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from the Environics Research Group, a public opinion research company. Today we are conducting a brief study with households who obtained vouchers as part of a recent woodstove exchange program in your area. This survey is to help evaluate the effectiveness of the program and to design improvements for the future.

May we speak with [NAME FROM LIST] IF NOT AVAILABLE ARRANGE CALL-BACK

[IF ASKED: The survey will take about 10 minutes to complete]

[IF ASKED: We can provide you with a contact at Ministry of Environment if you would like to verify this survey:
Rebecca Freedman – 250-356-0664

A. Participation Confirmation

1. I'd like to confirm you obtained a voucher as part of a woodstove exchange program in the past year:

- 01 – Yes
- 02 – No THANK AND TERMINATE
- 99 – DK/NA THANK AND TERMINATE

2a. Have you used your voucher to obtain a new wood-burning appliance yet?

- 01 – Yes TRANSFER TO PARTICIPANT SURVEY IF STILL IN FIELD. IF NOT STILL IN FIELD: This survey is only of people who did not participate in the program. Thank you for your time.
- 02 – No
- 03 – In process – exchange imminent
- 99 – DK/NA

2b. IF SKEENA AND NO AT Q2A: Are you still planning to use your voucher?

- 01 – Yes
- 02 – No
- 99 – DK/NA

B. Program Participation

3. Can you tell me how you first heard about the woodstove exchange program in your area?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Posters around town/in store windows
- 02 – Newspaper ad
- 03 – Local radio ad
- 04 – Phone call invitation
- 05 – Letter/doorhanger received at home
- 06 – From friend/family member/co-worker
- 07 – A retail outlet/store display or staff
- 08 – Local air quality group/organization
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

4. What would you say are the main reasons you thought about participating in this program?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Needed to exchange woodstove/appliance anyway
- 02 – Financial incentives/money back
- 03 – Safety reasons – old stove no longer safe
- 04 – Environmental concerns – old stove was polluting
- 05 – Efficiency/more heat for less fuel
- 06 – Neighbour concerns
- 07 – Reduce energy costs/save money
- 08 – Save on wood/burn less wood
- 09 – Local bylaw or insurance requirement
- 10 – Wanted more attractive/aesthetic stove/appliance
- 11 – General concern about air quality in area
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

5. Were you already planning to exchange or replace your old stove or wood burning appliance when you first heard about this program?

- 01 – Yes
- 02 – No
- 99 – DK/NA

6. (IF SKEENA REGION) How long ago did you obtain the voucher?

RECORD IN DAYS, WEEKS OR MONTHS - IF ONE YEAR OR MORE CONVERT TO MONTHS

- ___ ___ Days
- ___ ___ Weeks
- ___ ___ Months
- 99 – DK/NA

7. (IF SKEENA REGION AND Q.6 IS LONGER THAN TWO MONTHS) Is there any particular reason why you have not exchanged your old woodstove or appliance yet?

(IF CARIBOO REGION) Why did you not exchange your old wood burning appliance during the exchange program?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Didn't get around to it
- 02 – Cost of appliance/significant investment – need time to save money
- 03 – Deciding what new product to buy
- 04 – Getting information about exchange program
- 05 – Personal reasons (health/travel)
- 06 – Old appliance was working fine
- 07 – Had a negative experience with the Woodstove Exchange program
- 08 – Time of year not convenient – old appliance still in use
- 09 – Amount of discount/cash incentive/voucher was not enough (INTERVIEWER NOTE: SPECIFIC REFERENCE TO PROGRAM, NOT GENERAL COST OF APPLIANCE TOO HIGH)
- 10 – Ran out of time – program ended
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

- 7b. IF CODE 07 AT Q7: Can you tell me what problem you had with the program?
PROMPT IF NECESSARY TO VERIFY IF PROBLEM WAS WITH RETAILER,
MUNICIPAL REGULATIONS OR PROGRAM ADMINISTRATION

RECORD VERBATIM

8. (IF NOT CODE 04 IN Q.7) Did you experience any problems obtaining the information you needed about the exchange program?

- 01 – Yes
- 02 – No
- 99 – DK/NA

9. Was the information you obtained or received on the exchange program sufficient to meet your particular needs?

- 01 – Yes
- 02 – No
- 99 – DK/NA

10. As far as you recall, what financial incentives are part of the woodstove exchange program?

READ LIST IF NECESSARY – CODE ALL THAT APPLY

Skeena-BVLD

01 – In-store 15% discount on new product

02 – Rebate/voucher/cash back from local government (amount may range from \$50 to \$500)

03 – Rebate/voucher/cash back from Bulkley Valley District Airshed Management Society or B.C. Ministry of Environment (CODE ANY MENTION OF BULKLEY VALLEY SOCIETY OR PROVINCIAL GOVERNMENT PROGRAM HERE)

04 – Low interest loan from credit union

Cariboo

01 – Retailer/store 15% discount on new product

02 – Permit fee waived

03 – Rebate/voucher/cash back from Air Quality Roundtable, or B.C. Ministry of Environment (\$300) (CODE ANY MENTION OF AIR QUALITY GROUP OR PROVINCIAL GOVERNMENT PROGRAM HERE)

05 – Door prize from “Burn-it-Smart” workshop (\$750)

Both regions

98 – Other (SPECIFY _____)

97 – None

99 – DK/NA

- 10b. IF NOT CODE 01 AT Q10: Do you recall if there is a retail discount of 15% off the cost of a new appliance?

01 – Yes

02 – No

99 – DK/NA

11. Did you experience any problems getting the information you needed about how the voucher worked?

01 – Yes

02 – No

99 – DK/NA

C. Product Purchase

12. Were you originally planning to replace a woodstove, a wood furnace or some other type of appliance under this exchange program?

READ CATEGORIES IF NECESSARY – CODE MORE THAN ONE IF VOLUNTEERED

01 – Woodstove

02 – Wood furnace

03 – Pellet stove

04 – Fireplace insert

05 – Heat pump

06 – Outdoor wood boiler

98 – Other (SPECIFY _____)

99 – DK/NA

13. Are you taking any steps to reduce the smoke created by your current [APPLIANCE FROM Q12]?

- 01 – Yes
- 02 – No
- 99 – DK/NA

14. Would you find it helpful to obtain additional information about maximizing the performance of your [APPLIANCE FROM Q.12] before the next burning season?

- 01 – Yes
- 02 – No
- 99 – DK/NA

15. (IF YES TO Q.14). Which format for such information would be most useful for you?
READ – CODE ALL THAT APPLY

- 01 – Video or DVD
- 02 – Printed brochure
- 03 – Website
- 04 – In-person workshop
- VOLUNTEERED
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

E. Burn-it Smart Workshops

17. Do you recall seeing or hearing anything about workshops on wood burning appliances use in your area held earlier this year, called “Burn-it Smart” workshops?

- 01 – Yes
- 02 – No SKIP TO Q.19
- 99 – DK/NA SKIP TO Q.19

18. (IF YES TO Q.17) Where do you recall seeing or hearing about these workshops?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Newspaper/magazine ad
- 02 – Newspaper/magazine article
- 03 – TV commercial
- 04 – TV news/feature story
- 05 – Radio commercial
- 06 – Radio new/feature story
- 07 – Municipal Council or office
- 08 – Billboard or posters around town
- 09 – Community bulletin board
- 10 – Utility bill/insert
- 11 – Direct mail/flyer advertisement/door hanger
- 12 – Posters or display in-store/at retail outlet
- 13 – Internet/website (SPECIFY Website _____)
- 14 – Contractor
- 15 – Realtor
- 16 – Financial institution/bank
- 17 – Tradeshow/fair
- 18 – Friend/neighbour/other family member
- 19 – Co-worker
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

19. Did you attend one of the Burn-it Smart workshops held in your area?

- 01 – Yes SKIP TO Q.21
- 02 – No ASK Q20
- 99 – DK/NA ASK Q20

20. Would you be interested in participating in an evening or weekend Burn-it-Smart workshop to learn useful tips on efficient and safe wood burning practices, so that you can get the most out of your firewood and wood-burning appliance?

- 01 – Yes
- 02 – No
- 99 – DK/NA

F. Program Success and Improvement

21. From what you have heard, how successful do you think this woodstove exchange program has been in encouraging residents to turn in old wood burning appliances for new more efficient ones? Would you say very, somewhat, not very or not at all successful?

- 01 – Very successful
- 02 – Somewhat successful
- 03 – Not very successful
- 04 – Not at all successful
- VOLUNTEERED
- 99 – DK/NA

22. The B.C. government and local air quality groups are interested in improving the woodstove exchange program so that it better meets the needs of people like yourself who are interested in replacing an older wood-burning appliance. How much of a difference would the following have made to encourage you to cash in your voucher?

Would [LIST ITEM] have made a big difference, some difference or little difference in going ahead and exchanging your old wood burning appliance for a new one? How about [NEXT LIST ITEM], would that have made a big, some or little difference?

RANDOMIZE ORDER

- a) Increasing the length of time that the retail discount and voucher program was valid
- b) Increasing the amount of the cash incentive
- c) Providing help with selecting an appropriate appliance
- d) Waiving any required permit fees
- e) Having an old appliance pick-up or central drop-off location
- f) A loan program to help finance the balance of the cost of the new appliance

- 01 – Big difference
- 02 – Some difference
- 03 – Little difference
- VOLUNTEERED
- 04 – No difference
- 99 – DK/NA

23. IF SOME OR BIG DIFFERENCE AT Q22B: What is the minimum amount for a rebate that you would consider high enough to get you to change out your old wood-burning appliance?

SPECIFY. IF OVER \$10,000 CLARIFY IF RESPONDENT MEANS XX HUNDRED OR XX THOUSAND

\$ _____
99999 – DK/NA

24. ASK IF NOT CARIBOO: If you had been asked to pay a \$10 deposit to get the voucher, that would be fully refundable when you cashed it in, would you have been more likely to have exchanged your appliance by now?

DO NOT READ – CHECK ONLY ONE

- 01 – Yes
- 02 – No – would still not have cashed
- 03 – Would not have got voucher if required to pay a deposit
- 99 – DK/NA

25. Are there any other improvements to the program that might have encouraged you to cash the voucher and exchange your old appliance?

SPECIFY

99 – DK/NA/None

G. Respondent Characteristics

Finally, I'd like to ask you just a few questions about yourself that will help us analyze the results of this survey. . . Please be assured all of the answers you provide on this survey will remain completely anonymous.

26. How many individuals, including yourself, currently live in your household?

99 – NA/REFUSE

27. Which one of the following categories best describes your home?
READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

- 01 – A single-family house detached from any other house
- 02 – A single-family house attached to one or more houses, for example a townhouse or duplex
- 03 – An apartment building or condominium no more than four stories
- 04 – An apartment building or condominium five or more stories, or
- 05 – A mobile home or trailer
- VOLUNTEERED
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

28. Do you currently own or rent your home?

- 01 – Own
- 02 – Rent
- 99 – NA/Refuse

29. In what year were you born?

_____ Year born
9999 - REFUSE/NA

30. For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2006?
READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

- 01 – Less than \$40,000
- 02 – \$40,000 up to \$75,000
- 03 – \$75,000 up to \$100,000
- 04 – \$100,000 up to \$150,000
- 05 – \$150,000 and over
- VOLUNTEERED
- 99 – DK/NA

31. And finally, may I have the six digits of your postal code?

RECORD

999999 – NA/Refuse

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

This survey was conducted on behalf of the B.C. Ministry of Environment Thank you very much for your participation.

IF REQUESTED: PROVIDE CONTACT FOR MORE INFORMATION ON WOODSTOVE EXCHANGE PROGRAM:

SKEENA-BVLD: Colin Mcleod at the Xchange Hotline– 1-888-334-0335, or visit cleanairplan.ca
CARIBOO: Grover Christiansen – 250-398-4530

RECORD:

51. Gender

01 Male
02 Female

52 RECORD COMMUNITY

Skeena-BLVD

01 - Terrace
02 – Hazelton
03 – New Hazelton
04 – Smithers
05 – Telkwa
06 – Houston
07 – Burns Lake
98 – Other rural – Skeena

Cariboo

01 – Quesnel
02 – Williams Lake
03 – 100 Mile House
98 – Other rural – Cariboo