Board Staff Interrogatory #22

Interrogatory

Reference:
Exhibit A2 / Tab 2 / Schedule 1 / Attachment 4 / pp. 14-17

Question(s):

a) Please identify any efforts undertaken to ensure that the residential and business customers who participated in the customer engagement process represent a valid statistical sample of Ontario's population and business sectors.

Response

This response was prepared by INNOVATIVE:

Both phases of the OPG customer engagement included two streams of responses: a voluntary stream to ensure any customer who wants to have a say has an opportunity to have a say, and a representative stream that aims to ensure OPG hears from all types of customers.

In Phase 1, the representative element was a telephone survey conducted from December 5, 2018 until January 8, 2019. This survey was based on a random sample of Ontario landlines and mobile phones. Targets were established by age, gender and region using Statistics Canada population estimates and each quota was filled randomly. The final data was weighted to reflect the actual demographic composition of the Ontario population. An overview of this approach is provided on page 14 of the Summary Report with further details in the Telephone Survey Report (Ex. A2-2-1, Attachment 4, p. 15 and pp. 246-248, respectively).

Telephone studies remain the "gold standard" for representativeness because virtually everyone has a landline or mobile phone, and the numbers are assigned based on specific rules. This ensures that every Ontarian has a known probability of being reached which is critical to avoid a "coverage" bias in the survey. This works well when researching more general views about electricity such as overall needs and high-level preferences, so it was a good fit for Phase 1 of the engagement.

In Phase 2, the representative element was an online survey conducted from April 18th to 25th, 2019. Participants were recruited from the Lucid online panel, a leading online sample provider. As with the telephone survey, targets were established by age, gender and region using Statistics Canada population estimates and each target was

filled randomly. The final data was weighted to reflect the actual demographic composition of the Ontario population. An overview of this approach is provided on page 16 of the Summary Report with further details in the Online Survey Report (Ex. A2-2-1, Attachment 4, p. 17, pp. 22-23, and pp. 67-68).

Online surveys are now more common than telephone surveys. Sampling processes such as the one used for OPG provides representative samples and the online format allows a better opportunity for participates to review more detailed information and to do so at their own pace. The priority in Phase 2 was to secure customer feedback on more detailed project choices, so online was recommended by INNOVATIVE as the best tool for that stage, as further discussed in Ex. L-A2-02-Staff-021.