

MEDIA RELEASE

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80% of Albertans support new energy efficiency programs for the province

CALGARY — A new poll indicates a strong majority of Albertans support the creation of new energy efficiency programs in the province.

In response to the question ‘Do you strongly support, moderately support, moderately oppose or strongly oppose the creation of new energy efficiency programs in Alberta to help families and businesses reduce energy costs?’, 45% strongly support, 36% moderately support, 6% moderately oppose and 7% strongly oppose. 6% of respondents didn’t know or were unsure.

“Alberta is currently the only jurisdiction in Canada or the U.S. without energy efficiency programs for households and businesses,” commented Jesse Row, Executive Director of the Alberta Energy Efficiency Alliance, the organization that commissioned the poll. “This shows Albertans are ready to become more energy efficient, they just want help doing it.”

The poll was commissioned in response to the Alberta Government’s climate change plan and recent throne speech where they indicated they would create a new energy efficiency agency for the province. Other [research](#) commissioned by the Alliance shows that even an average-sized energy efficiency program for Alberta has the potential to save households and businesses over \$500 million each year.

In the U.S., economic stimulus and job creation have also been significant drivers of energy efficiency programs. During their last recession and recovery, energy efficiency program budgets went from US\$3 billion in 2007 to US\$8 billion in 2011. This happened at both the state level and through the U.S. federal government, mainly through the American Recovery and Reinvestment Act. Not only did energy efficiency programming in the U.S. increase during their last recession, it has maintained this level of funding as states continue to see a strong return on these investments.

“Saving consumers money, stimulating the economy and reducing emissions through energy efficiency is a win-win-win opportunity,” adds Row.

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The poll was conducted by Trend Research between March 14 and 31, 2016 and consisted of 900 Albertans, aged 18 and over.

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