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## NEEDS FOR AND ALTERNATIVES TO (NFAT)

### Manitoba Hydro Undertaking #21

**Manitoba Hydro to provide a brief description of the methodology used to canvass candidates to participate in the focus group testing and to provide a summary of the demographics.**

#### Response:

Probe Research, Inc. conducted qualitative research (focus groups) with Manitoba adults for the purpose of testing a series of Power Smart messages and key themes to identify which message/theme best connects with customers in order to encourage future participation in Power Smart initiatives.

Participants involved in this qualitative research effort represented a variety of household compositions. Individuals recruited to these focus group sessions constitute a sample of convenience, the findings of which cannot be considered statistically representative of the larger population of Manitobans. Employees of media outlets, marketing and research organizations and their immediate families were excluded from the research. Participants were recruited by telephone using a screening questionnaire developed by Probe Research to identify potential participants' attitudes towards Power Smart.

The following describes location of each focus group session.

Winnipeg	Group 1 – Power Smart inclined Group 2 – Power Smart disinclined
Brandon	Group 1 – Power Smart inclined Group 2 – Power Smart disinclined
Thompson	Group 1 – Power Smart inclined Group 2 – Power Smart disinclined

Demographic summary of the participants is as follows:

		Winnipeg	Brandon	Thompson
Gender	Female	9	12	11
	Male	11	8	8
Age	18-34	2	2	-
	35-49	6	6	8
	50+	12	11	11
Marital Status	married	17	16	15
	single	2	1	1
	divorced	1	1	2
	widower	-	2	1
Education	< grade 12	-	-	1
	grade 12	3	6	2
	Secondary	17	14	15
Occupation	professional	8	7	5
	managerial	4	3	5
	trades	-	1	2
	service	5	4	2
	homemaker	2	1	1
	retired	-	4	3
	self employed	1	-	1
Household Income	< \$30,000	0	-	1
	\$30-60,000	3	2	2
	\$60-100,000	10	6	5
	\$100-150,000	3	6	6
	\$150,000 +	3	3	5
	refused	1	3	-
Self-identified Aboriginal Ancestry	-	-	1	