Pollution Probe

Ontario Electricity Rebate



Date: 23 / June / 2026
Project: 10014881

Methodology

How



An online survey.

Who



n=1,006 Ontarians age 18+.

When



Completed between May 29th and June 6th, 2026.

Other



No margin of error can be associated with a non-probability sample (i.e. a customer sample in this case). For comparative purposes, though, a probability sample of n=1,006 respondents would have a margin of error of ±3.1%, 19 times out of 20.

Leger's online panel

Leger's online panel has more than 400,000 members nationally and has a retention rate of 90%.

Quality control

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

Leger is the largest Canadian-owned market research and analytics company, with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.

Key Findings and Implications

1. Electricity is not the leading affordability pressure, but it remains meaningful.
- Electricity bills sit behind groceries (62%), housing (55%) and gas/transportation (53%) as household budget pressures.
- Most bills are below $200, but the same bill can create very different pressure depending on household income and financial headroom.

2. A change to support would still be felt by households with limited headroom.
- One-quarter say no bill increase would be manageable; only about one-third could absorb more than $35/month.
- Lower-income households and renters show less capacity to absorb increases, clarifying where risk is concentrated.

3. Low awareness of current rebate program means any redesign will need clear explanation.
- Only 20% say they currently receive a government electricity credit; 65% say they do not and 15% are unsure.
- Communications must explain who is protected and why, before changes are interpreted as a cut.

4. Once cost is visible, respondents lean toward targeting and long-term fixes.
- After seeing the program cost and design, 81% prioritize long-term solutions over currently ongoing bill support.
- Two-thirds (64%) agree subsidies should be limited to households that need them most.

5. Ontarians are open to alternatives, but not to simply removing relief.
- More support for low-income households with less support for higher-income households ranks first overall (37%).
- The current universal credit still has support (27%); usage-based and seasonal options also test at 35%.

6. Politically, targeted replacement tests better than no-replacement removal.
- Ending universal support with no replacement is net-negative: 15% more likely to support government vs. 40% less likely.
- Targeting low-income households tests best: 43% more likely to support government, rising to 58% among <$60K households.

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Electricity Bills & Affordability Headroom



Ontarians do not view electricity bills as a primary source of household budget pressure.

Groceries, housing, and gas/transportation are the leading sources of household budget pressure, each cited by more than half of Ontarians. Electricity bills rank lower at 37%, closer to home heating than to the top household expense pressures. Concern is higher among larger households, i.e., those living in a detached/semi detached house or townhouse (40% vs. 26% apartment/condo) are more likely to say electricity bills create a great deal of financial pressure. Financial pressures are similar across regions.

Financial Pressure From Household Budget



	Total Pressure	%NET: Pressure (4-5)							
		Home Ownership		People in HH			Household Income		
		Owner	Renter	1	2	3+	<$60K	$60K-<$100K	$100K+
Groceries	62%	60%	69%	55%	58%	68%	73%	65%	56%
Housing costs (rent or mortgage, home insurance)	55%	48%	72%	53%	45%	63%	68%	53%	49%
Gas/ transportation (fuel, transit)	53%	54%	49%	40%	50%	60%	55%	50%	54%
Vehicle costs (loan/ lease payments, insurance and maintenance)	42%	41%	46%	31%	39%	48%	46%	43%	40%
Electricity bills	37%	39%	33%	29%	37%	40%	45%	38%	32%
Home heating (natural gas)	32%	35%	27%	21%	31%	37%	39%	34%	27%

<5% not shown

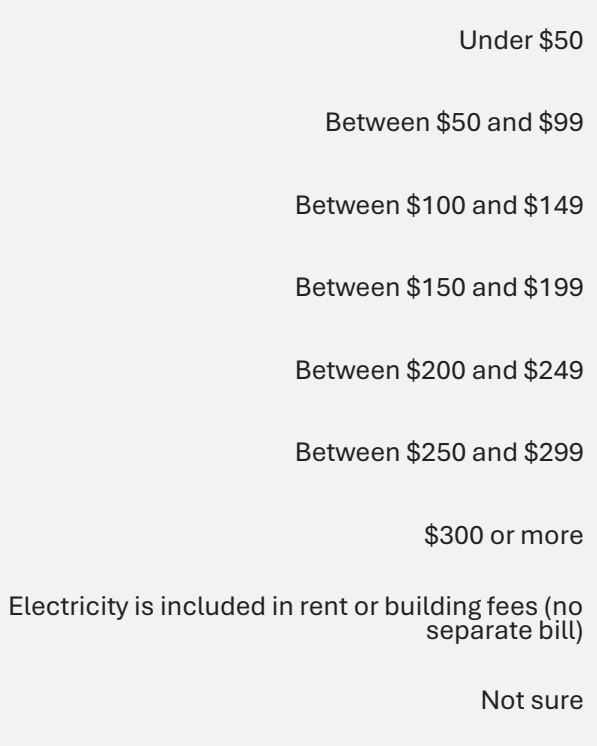
Prefer not to answer / Not applicable
NET: Little to No Pressure (1-2)
Somewhat Pressure (3)
NET: A Great Deal of Pressure (4-5)

Q1. All things considered, how much financial pressure do each of the following put on your household budget?
Base: All (n=1006)

Significantly higher

Two-thirds of Ontarians pay $50-$199 monthly, with $100-$149 the most common bill range.

Detached/semi-detached households are more likely to pay $150+, while apartment/condo residents are more likely to pay under $50; income differences are more modest.



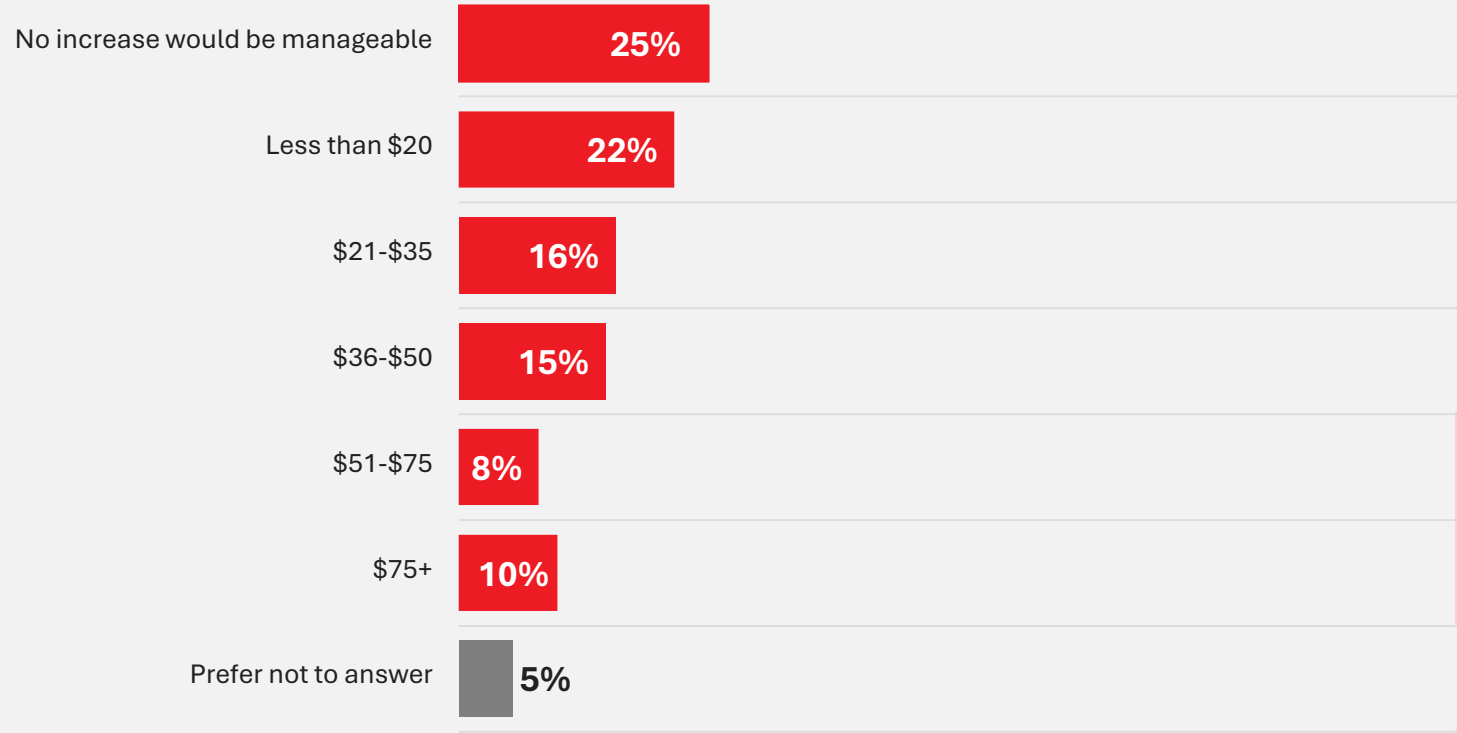
	Housing Type			Household Income		
	Detached/ Semi-detached	Townhouse	Apartment/ Condo	<$60K	$60K-<$100K	$100K+
Under $50	2%	1%	9%	7%	4%	1%
Between $50 and $99	12%	33%	27%	24%	20%	15%
Between $100 and $149	33%	33%	20%	25%	34%	31%
Between $150 and $199	24%	11%	5%	14%	15%	24%
Between $200 and $249	10%	5%	2%	4%	8%	11%
Between $250 and $299	4%	4%	1%	1%	5%	5%
$300 or more	4%	1%	-	1%	2%	4%
Electricity is included in rent or building fees (no separate bill)	2%	4%	33%	20%	9%	4%
Not sure	8%	8%	2%	4%	3%	7%

Q2. About how much does your household usually pay for electricity in a typical month?
Base: All (n=1006)

Significantly higher

Bill-increase tolerance is shallow, with only one-in-three able to absorb more than $35/month.

This signals limited appetite for reduced electricity support as 25% could not manage any increase, while renters, smaller households, and those earning under $100K show the least headroom.



Largest Manageable Monthly Electricity Bill Increase	Home Ownership		People in HH		Household Income		
	Owner	Renter	2 or less	3+	<$60K	$60K-<$100K	$100K+
No increase would be manageable	20%	36%	28%	22%	34%	26%	17%
Less than $20	21%	23%	22%	17%	24%	23%	18%
$21-$35	17%	13%	14%	21%	15%	22%	15%
$36-$50	16%	12%	13%	17%	14%	14%	17%
$51-$75	10%	4%	7%	9%	6%	4%	13%
$75+	13%	3%	11%	9%	3%	7%	16%
Prefer not to answer	3%	8%	5%	5%	4%	3%	5%

Q3. If your monthly electricity bill were to increase starting next month, what is the largest monthly increases your household could manage without significantly reducing spending on necessities?

Base: All (n=1006)

Significantly higher

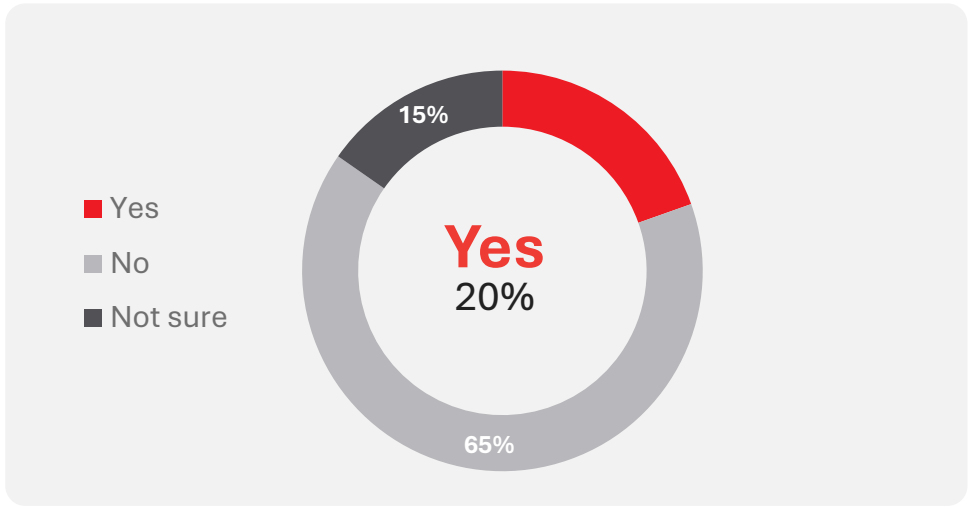
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Awareness & Tradeoffs



Awareness appears limited; Only one-in-five Ontarians (20%) say they receive a discount or credit from a government program that reduces their electricity bill.

In contrast, two-thirds say they do not receive a discount or credit from the government, while one-in-seven are unsure. Senior Ontarians aged 55+ and homeowners (vs. renters) are more likely to say they receive a discount or credit from a government program that reduces their electricity bill.



20%

Of Ontarians said they currently receive a discount or credit

65%

Of Ontarians said they do not currently receive a discount or credit

	Total	Age		Home Ownership		Household Income		
		18-54	55+	Owner	Renter	<$60K	$60K-<$100K	$100K+
Yes	20%	16%	25%	22%	16%	26%	20%	17%
No	65%	70%	58%	66%	63%	58%	69%	70%
Not sure	15%	14%	18%	12%	21%	16%	12%	13%

Q4. To the best of your knowledge, do you currently receive a discount or credit from a government program that appears on your electricity bill and reduces your total bill? This refers to a general credit applied to most households, not programs limited to certain income groups or regions.

Base: All (n=1006).

Significantly higher

Before seeing the next set of questions, respondents were shown the following excerpt.

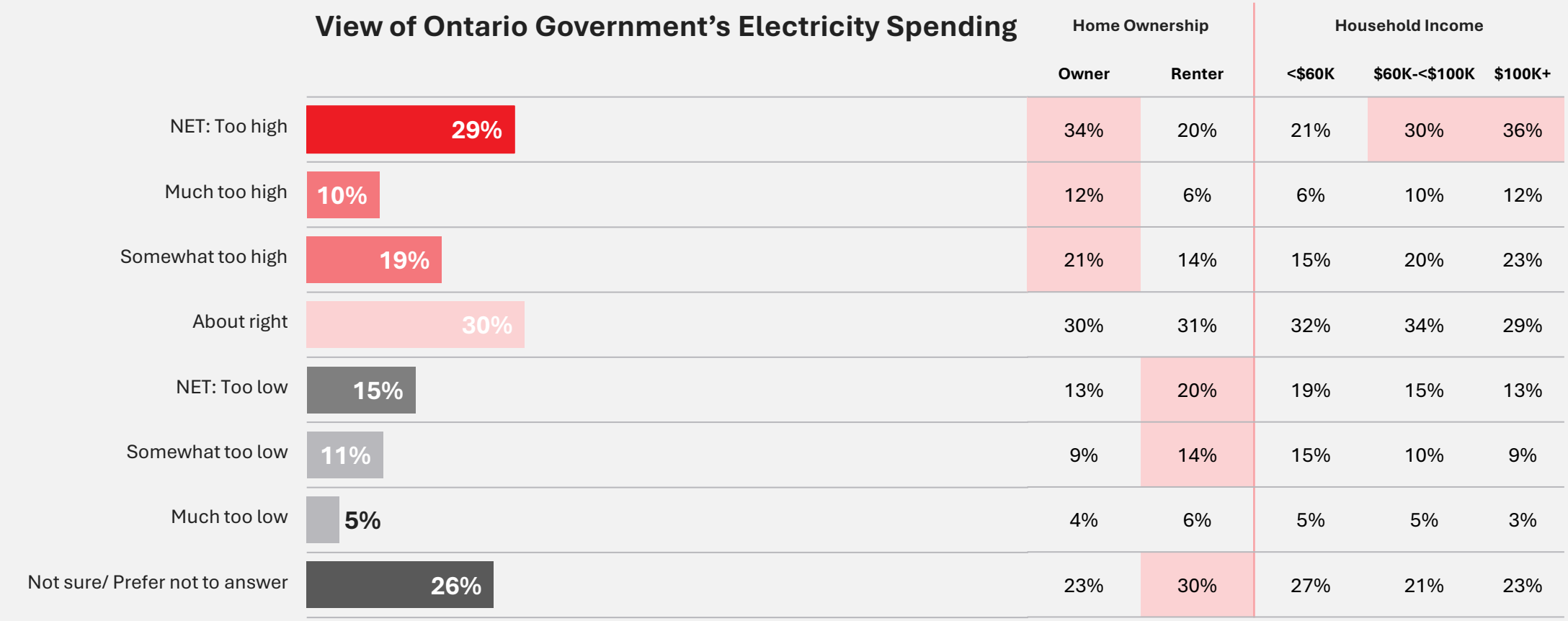
In Ontario, the provincial government provides financial support to reduce electricity bills for households through programs such as the Ontario Electricity Rebate (OER) and other programs for low-income and other disadvantaged groups.

However, one program, the Ontario Electricity Rebate is applied as a credit or adjustment on electricity bills and is available to all households, regardless of income or home type. For many households, this support reduces electricity bills by roughly 20% (on average $36 a month in 2026, depending on usage). The program is funded through public spending and with other rebates costs the provincial government approximately $7 billion annually. To put this into context, the province spends $7 billion a year to operate all public universities and colleges.



Ontarians have mixed feelings about how much the government spends on electricity bill support.

Roughly three-in-ten feel the Ontario government spends too much and/or is spending about the right amount, while a quarter either are unsure or refused to share their opinion. Households making more than $60K and homeowners are more likely to say the annual spend is too high; in contrast, renters are more likely to say the annual spend is too low.



View of Ontario Government's Electricity Spending	Home Ownership		Household Income		
	Owner	Renter	<$60K	$60K-<$100K	$100K+
NET: Too high	34%	20%	21%	30%	36%
Much too high	12%	6%	6%	10%	12%
Somewhat too high	21%	14%	15%	20%	23%
About right	30%	31%	32%	34%	29%
NET: Too low	13%	20%	19%	15%	13%
Somewhat too low	9%	14%	15%	10%	9%
Much too low	4%	6%	5%	5%	3%
Not sure/ Prefer not to answer	23%	30%	27%	21%	23%

Q6. The Ontario government currently spends approximately $7 billion annually on electricity bill support to all Ontarians. Do you think this amount is...

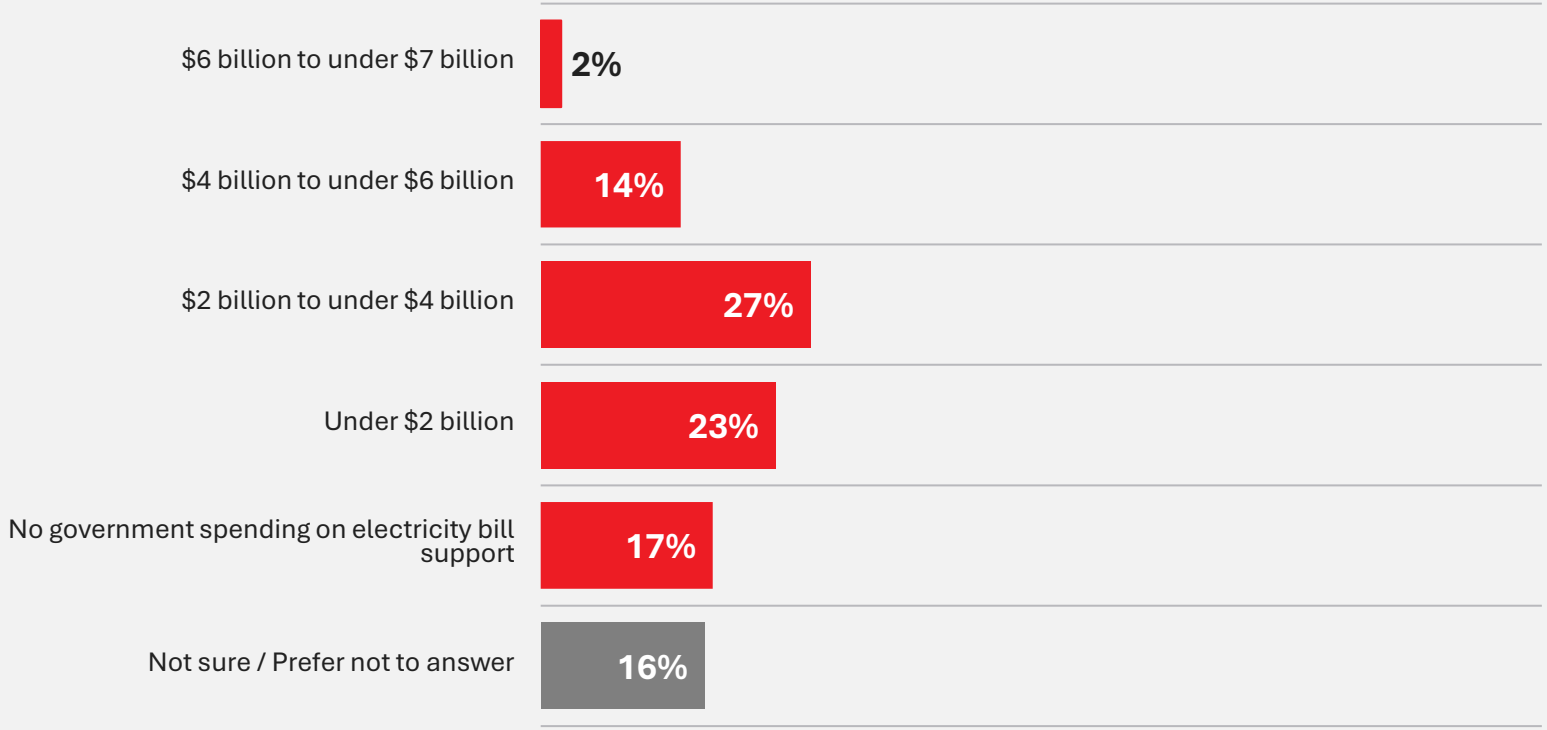
Base: All (n=1006)

Significantly higher

Among those who say government spending on electricity rebates is too high, half would still spend something below $4 billion; another 17% would spend nothing.

Older Ontarians are more likely to say the government shouldn't spend any dollars on electricity bill support while Ontarians aged 18-54 are more likely to say the government should spend $4 billion or more.

How Much Should The Province Spend?



Ontarians aged 55+ (vs. 18-54) are more likely to say...

- No government spending on electricity bill support (22% vs 13%)

Ontarians aged 18-54 (vs. 55+) are more likely to say...

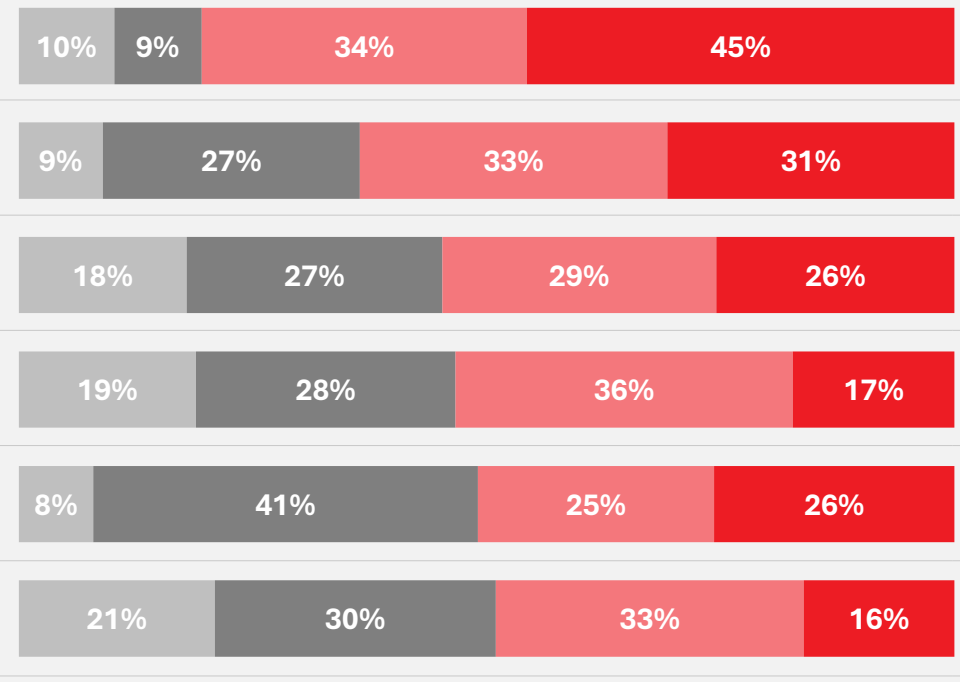
- The amount spent should be $4 billion or more (23% vs 7%)

Q7. What annual level of government spending on electricity bill support would you consider more appropriate?
Base: Those who think current annual spend is too high (n=287)

After seeing rebate spending, most Ontarians prefer long-term solutions over bill support, even as half say subsidies reduce financial pressure.

While 55% agree subsidies reduce household financial pressure, 81% say government should prioritize long-term solutions over ongoing bill support, and 64% prefer subsidies targeted only to households that need them most. Lower-income households are more likely to see subsidies as meaningful relief, while high-income households (vs. low-income) are more likely to say all households regardless of income should receive the same support and that electricity subsidies place a financial burden on the province.

Electricity Subsidies Statements



	Total Agree	%NET: AGREE				
		Home Ownership		Household Income		
		Owner	Renter	<$60K	$60K-<$100K	$100K+
Government should prioritize long-term solutions (e.g., energy efficiency) over ongoing bill support	**81%**	82%	79%	78%	83%	83%
Electricity subsidies should be targeted only to households that need them most	**64%**	61%	69%	73%	65%	59%
Electricity subsidies play a significant role in reducing financial pressure on my household	**55%**	56%	56%	64%	55%	51%
Electricity subsidies make it harder to understand the true cost of electricity	**54%**	57%	48%	51%	59%	55%
It is fair for all households to receive the same electricity support, regardless of income	**51%**	54%	46%	45%	54%	56%
Electricity subsidies place a financial burden on the province	**49%**	53%	42%	43%	52%	55%

<4% not shown ■ Don't know / Prefer not to answer ■ NET: Disagree ■ Somewhat agree ■ Strongly agree

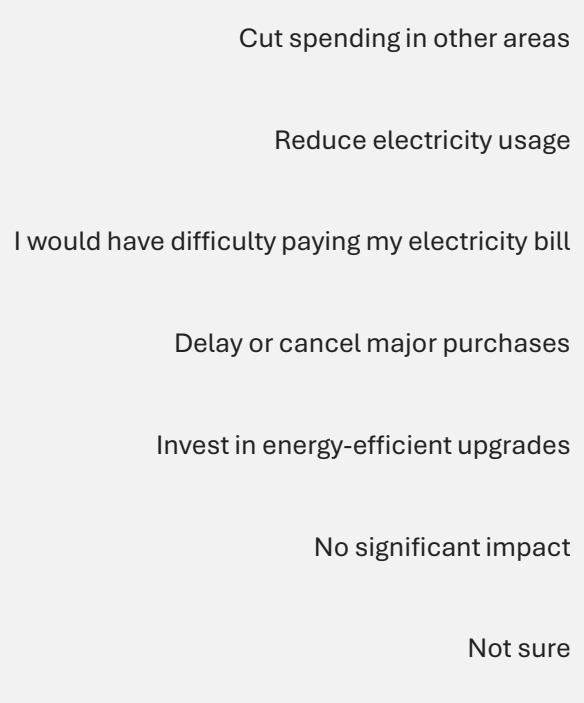
Q5. Knowing this, to what extent do you agree or disagree with the following?
Base: All (n=1006)

Significantly higher

Blanket rebates appear inefficient for some households, but removal without targeting would create hardship for lower-income Ontarians.

While 28% of Ontarians say removing the $25-$50 monthly subsidy would have no significant impact, many would respond by making near-term financial trade-offs such as, 33% would cut spending in other areas, 18% would have difficulty paying their electricity bill, and 17% would delay or cancel major purchases. The risk is concentrated among lower-income households, with 28% of those earning under $60K saying they would have difficulty paying their electricity bill. Only 9% would invest in energy-efficient upgrades.

View of Ontario Government's Electricity Spending



	Home Ownership		Made Energy Upgrade		Household Income		
	Owner	Renter	Yes	No	<$60K	$60K-<$100K	$100K+
Cut spending in other areas	34%	30%	38%	27%	35%	29%	35%
Reduce electricity usage	20%	20%	22%	16%	24%	21%	18%
I would have difficulty paying my electricity bill	16%	22%	17%	17%	28%	15%	12%
Delay or cancel major purchases	18%	15%	20%	12%	19%	18%	17%
Invest in energy-efficient upgrades	10%	7%	12%	5%	7%	10%	10%
No significant impact	30%	24%	22%	38%	21%	28%	33%
Not sure	6%	14%	6%	10%	9%	9%	6%

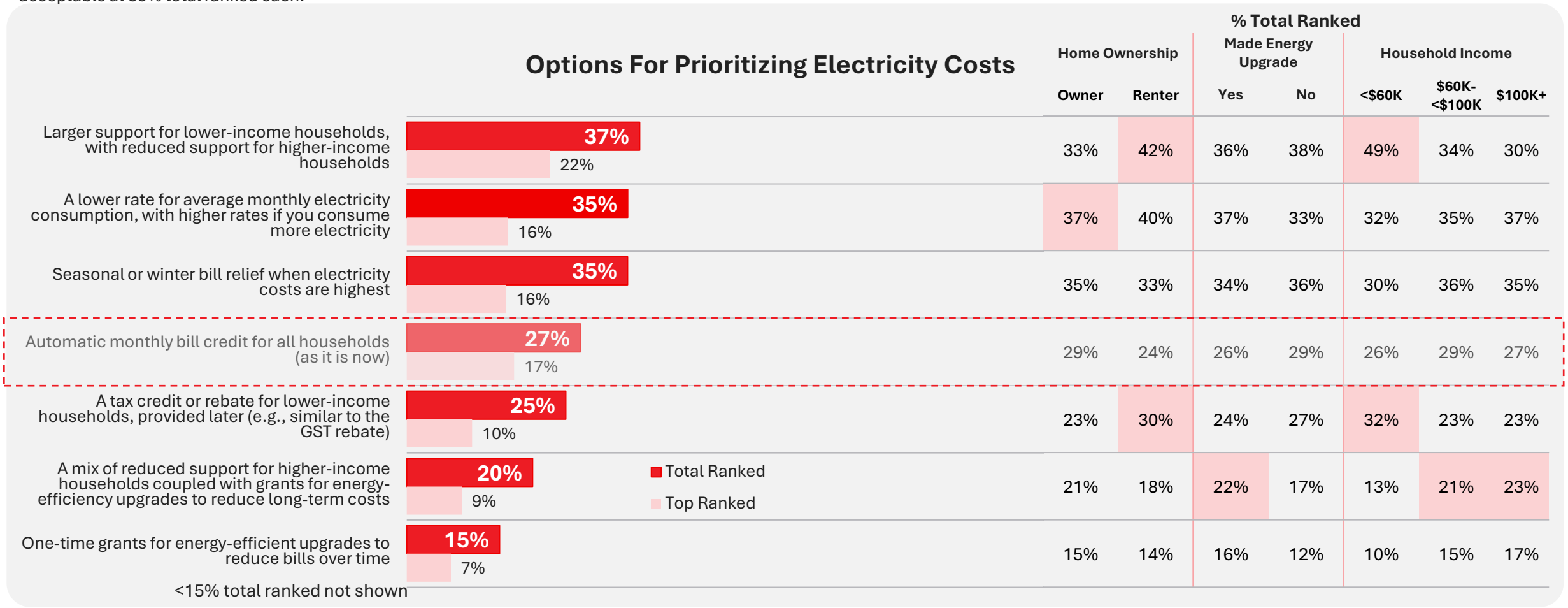
Q8. If electricity bill subsidies, amounting to between $25 and $50 a month, were removed tomorrow, how would this impact your household? Would you…

Base: All (n=1006)

Significantly higher

Ontarians are more receptive to targeted affordability support than a one-size-fits-all electricity rebate.

When asked to prioritize electricity-cost support, Ontarians most often choose greater support for lower-income households with reduced support for higher-income households: 37% rank this option, including 22% who rank it first. Support is especially strong among lower-income households, with 49% of those earning under $60K ranking this approach. While 27% still rank the current universal monthly credit, other alternatives including lower rates for average electricity consumption with higher rates for heavier use and seasonal or winter bill relief are also broadly acceptable at 35% total ranked each.



Options For Prioritizing Electricity Costs	Total Ranked	Top Ranked	% Total Ranked: Home Ownership – Owner	Home Ownership – Renter	Made Energy Upgrade – Yes	Made Energy Upgrade – No	Household Income – <$60K	Household Income – $60K-<$100K	Household Income – $100K+
Larger support for lower-income households, with reduced support for higher-income households	37%	22%	33%	42%	36%	38%	49%	34%	30%
A lower rate for average monthly electricity consumption, with higher rates if you consume more electricity	35%	16%	37%	40%	37%	33%	32%	35%	37%
Seasonal or winter bill relief when electricity costs are highest	35%	16%	35%	33%	34%	36%	30%	36%	35%
Automatic monthly bill credit for all households (as it is now)	27%	17%	29%	24%	26%	29%	26%	29%	27%
A tax credit or rebate for lower-income households, provided later (e.g., similar to the GST rebate)	25%	10%	23%	30%	24%	27%	32%	23%	23%
A mix of reduced support for higher-income households coupled with grants for energy-efficiency upgrades to reduce long-term costs	20%	9%	21%	18%	22%	17%	13%	21%	23%
One-time grants for energy-efficient upgrades to reduce bills over time	15%	7%	15%	14%	16%	12%	10%	15%	17%

Q9. If the government had to choose how to support households with electricity costs, which options would you prioritize?

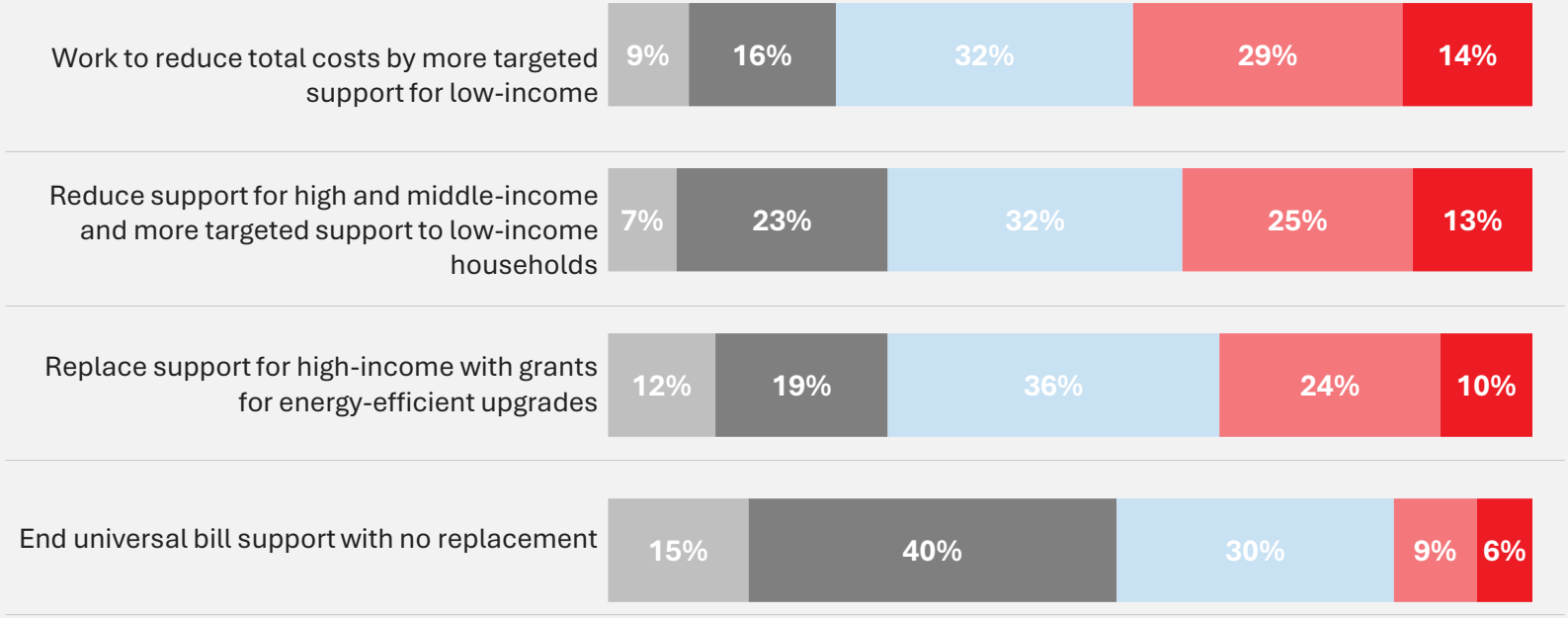
Base: All (n=1006)

Significantly higher

Four-in-ten Ontarians (43%) would be more likely to show support for a government that works to reduce the total costs by more targeted support for low-income households.

More than a third of Ontarians would be more likely to support a government that reduces support for high and middle-income and more targeted support for low-income households and/or replaces support for high-income with grants for energy-efficient households; only 15% of Ontarians would be more likely to support a government that ends universal bill support with no replacement. Renters and low-income households are more likely to support a government that prioritizes policy with more targeted support to low-income households.

Support For Government Based on Policy Changes



	Total More Likely	Total Less Likely	%NET: More Likely						
			Home Ownership		Made Energy Upgrade		Household Income		
			Owner	Renter	Yes	No	<$60K	$60K-<$100K	$100K+
Work to reduce total costs by more targeted support for low-income	**43%**	**16%**	39%	53%	44%	43%	58%	43%	36%
Reduce support for high and middle-income and more targeted support to low-income households	**37%**	**23%**	35%	44%	38%	36%	48%	39%	40%
Replace support for high-income with grants for energy-efficient upgrades	**34%**	**19%**	33%	36%	40%	27%	37%	36%	33%
End universal bill support with no replacement	**15%**	**40%**	15%	15%	16%	14%	14%	16%	16%

Q10. If a provincial government made each of the following changes, how would it affect your likelihood of supporting that government?
Base: All (n=1006)

Significantly higher

3

Respondent Profile



Respondent profiles

Base n=1006

Gender



Self describe / refusal <1%

Household Income

NET: <$60k	27%
NET: $60k-<$100k	24%
NET: $100k+	41%
I don't know	2%
I prefer not to answer	7%

Age

18 to 24 years	11%
25 to 34 years	17%
35 to 44 years	16%
45 to 54 years	16%
55 to 64 years	17%
65 to 74 years	13%
75 years or older	10%

Source of heating

Natural gas	50%
Electricity	29%
District or Building system	6%
Heat pump	6%
Oil or propane	3%
Wood or biomass	1%
Other	1%
Not sure	5%

Residents in household

1 person	19%
2 people	33%
3 people	19%
4 people	20%
5 people	6%
6 or more people	3%
Prefer not to answer	<1%

Own or Rent

Own	67%
Rent	31%
Prefer not to answer	2%

Respondent profiles

Base n=1006

Ontario Regions

GTA	46%
Hamilton/Niagara	11%
South	25%
North	6%
East	13%

GTA composition

Metro Toronto	59%
Elsewhere in GTA	41%

House upgrades in the past 5 years

NET: Made any upgrade	55%
Installed energy-efficient appliances	24%
Installed smart thermostat	22%
Replaced windows/doors	19%
Upgraded insulation	15%
Installed an electric water heater	12%
Installed a heat pump	6%
Other	3%
No, none	39%
Not sure	6%

Style of residence

Single detached house	58%
Semi-detached house	7%
Row house or Townhouse	10%
Duplex	1%
Apartment	14%
Condominium	9%
Other	1%

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Our Team



Our team

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