

Message

From: David Strickland [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=A9ED48DDFF284F36AF563ED31101CD6D-DAVID STRIC]
Sent: 2017-07-11 4:02:53 PM
To: Mary Bernard [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=7e3e3e8d7f9345c2b0aab3e0fd7a79f2-Mary Bernar]; Jordan Penic [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=7d23bcd450594583bb40b447b35485da-Jordan Peni]
CC: Brian Shields [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=468efb2cca0e4931b957239c2f39e4d8-Brian Shiel]; Derek Roldan [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=65f6d5fd2889495581285884ed2d4e4a-Derek Rolda]; Eric Dreyfuss [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=71ae68e18d164d5997f72bed873d49e4-Eric Dreyfu]; Raphael Tayou [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=31f59160764248d1a0ed2d3b26cdab48-Raphael Tay]; Vicki Gagnon [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=b8f60dcb29e34f9fb9db8ed6eece6e1e-Victoria Ga]; Robert Edwards [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=7af597621f2547d0bab6290598f5eca8-Robert Edwa]; Ali Hoss [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2c314dab9ee47918a6ec16b0492b488-Ali Hoss]; Jennifer Young [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a02322b87f0d406b83faa52687ecbd63-Jennifer Yo]; Martine Holmsen [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c017fddec95f498599a38870c9c3d7f5-Martine Hol]; Erinn Meloche [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=e7f6edf41b67408183005292576719be-Erinn Meloc]; Evelyn Lundhild [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=10d32fa555044b158d8c3e6bd2c11333-Evelyn Lund]; Tom Aagaard [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=afcc1da396e8407088b2d7963f256553-Tom Aagaard]; Bronwen Smith [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=adb6b113ea4d46b3bdf6e1bb805d047-Bronwen Smi]; Katherine Sparkes [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=db35ab1eab764fb98adfcc8273e65e1d-Katherine S]; Alexandra Campbell [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c1277e2d9ffd4c598e3819f291200a35-Alexandra C]; Carrie Aloussis [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=e34a6017e31243cea020cf50f759daaf-Carrie Alou]; Bob Collins [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=d3a3208ac39f4581a6cc9ef615a1da87-Bob Collins]; Katie Fotheringham [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=dabdc64f776542fba321339f1eaab375-Katie Fothe]
Subject: E- Source Canadian Conservation Survey Raw data and Some Summary Tables
Attachments: Copy of 2017 E Source Canada Residential Survey Banners_Province_Weighted_for IESO.xlsx

As a follow up to our communications meeting, here is a copy of the Canadian Residential Survey done early this year (2017) by E-Source across Canada regarding conservation attitudes and behaviours (1400 sample nationally : 850 in Ontario).

Ontario had the highest “any conservation program” participation rate. Forty percent of residential customers have participated in an energy incentive program in Ontario in the past year vs the 33% Canadian average. The biggest single driver for the difference was a 15% participation in LED light incentives in Ontario vs 10% for total Canada, indicating the success of the Retail LED program.

Here is a summary of several behavioural conservation related changes in the last five years for Ontario Households vs Total Canada Households. These are not necessarily tied to any incentive programs. Ontario was not less than the national average in any category:

Action	Canada %	Ontario %
Air Drying Laundry	27.2	30.9
Adjusting Thermostats down/up	37.6	39.1
Planted Sun Barriers	9.6	12.1
Lights off When Room not used	63.5	64
Insulation Added	17.6	18.9
Shade Screens on windows	16.8	19.5
Weather Stripping/Sealing	26.6	27.5
Replaced Windows (EE)	18.6	20.0
Light Timers	10.8	11.4
CFL's installed	32.7	34.4
LED's Installed	41.4	46.0
Smart LED's with Mobile Device	6.8	7.6
Programmable Thermostat	37.2	42.0
Smart Thermostats	4.9	7.5

The smart thermostat information may be relevant to Green ON program work.

The report also includes customer perceptual measures for electric and natural gas service providers but overall these measures were lower in Ontario than in Canada overall. The local nature of Electric Delivery seems to be giving Electric Suppliers a Community focussed advantage, while Natural Gas Utilities seem to have a customer focussed, trust, and overall satisfaction advantage. Electricity suppliers have the edge in innovation, but everyone scores low:

Top two box positive answers: % of households (out of 10 except overall satisfaction is out of 5)

Measure	Ontario Electric Supplier	Ontario Natural Gas Supplier	Canada Electric Supplier	Canada Natural Gas Supplier
Community Focussed	19.3	17.1	21.9	19.7
Customer Focussed	17.8	20.3	20.6	21.8
Trustworthy	23.6	27.0	26.8	27.5
Positive Image	20.0	22.1	25.0	25.2
Innovative	17.5	17.4	21.7	18.8
Overall Satisfaction	44.2	52.9	50.7	54.6

This information may be valuable in program work involving whole home, and Corporate Work on Community Focus in Ontario, and also possibly for Green ON work.

There is lots to digest but felt it could be useful data for your work. So please review the data in detail if you have more data as there are a lot more questions included.

Dave

David Strickland, Manager, Creative & Marketing Services
 Independent Electricity System Operator (IESO) | T: 416-969-6066 | C: 416-917-8244
 120 Adelaide Street West, Suite 1600, Toronto, Ontario M5H 1T1
 Web: www.ieso.ca | Twitter: [IESO_Tweets](https://twitter.com/IESO_Tweets) | LinkedIn: [IESO](https://www.linkedin.com/company/ieso)

