

Canadian Attitudes Towards Energy Efficiency



The Canadian Electricity Association has conducted the annual Public Attitudes Survey since 1990. The survey explores the attitudes of Canadian utility customers on the importance of specific issues in relation to their electricity supplier. The survey also measures levels of satisfaction or concern with regard to responsibilities for information and initiatives related to electricity. It is a confidential report commissioned by CEA for the exclusive use of its Corporate Utility Members.

Leadership in Energy Efficiency Programming

Electric utilities have long been involved in the implementation and delivery of energy efficiency programming. Utilities understand current energy challenges and enjoy a one to one relationship with consumers. They also have relationships with building developers, trades and energy service providers and program experience. This combination of experience and established relationships means utility driven energy efficiency programs are highly effective and this is mirrored by Canadian's expectations with respect to the provision of energy efficiency information and program delivery.

Canadians Associate Energy Efficiency with their Electric Utility

The Canadian Electricity Association's 2005 Public Attitudes Survey examined public perception with respect to the role of utilities in the delivery of energy efficiency programming. Respondents from across Canada strongly associated energy efficiency programs with their electric utility affirming the vital role of utilities in delivering effective energy management programs.

While Information about energy efficiency is important to the majority (84%) of Canadians, when asked who should be

providing energy efficiency information and deliver energy efficiency programs Canadians were equally aligned in their expectation that it is the responsibility of their electric utility. Other choices considered were government (federal, provincial, municipal), private agencies and environmental or non profit groups. Fewer than 1 in 10 Canadians selected these delivery options while almost 7 in 10 named their electric utility. Although respondents displayed confidence in the ability of electric utilities to provide information and programs, only one-half of respondents were aware of any initiatives led by their electric utility company to help use electricity more efficiently.

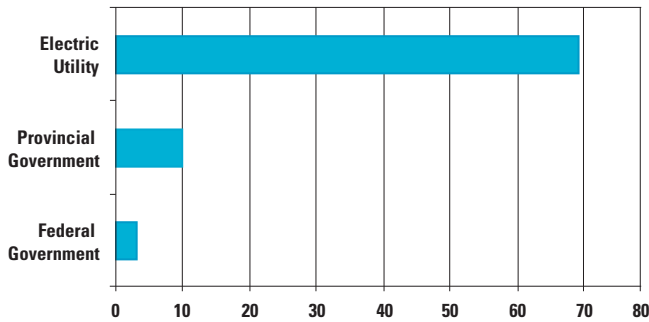
Encouraging Energy Efficiency

The results of the CEA survey present an important opportunity to encourage energy efficiency at a time when consumers are focusing more closely on their electricity transactions and practices. Government-led programs and information could be more effectively deployed by taking full advantage of high consumer confidence in utilities as delivery agents for energy efficiency information and programs. In addition long-term sustained support and incentives for utility-led energy efficiency programming would enhance the level and scope of program availability.



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Who should provide energy efficiency info?

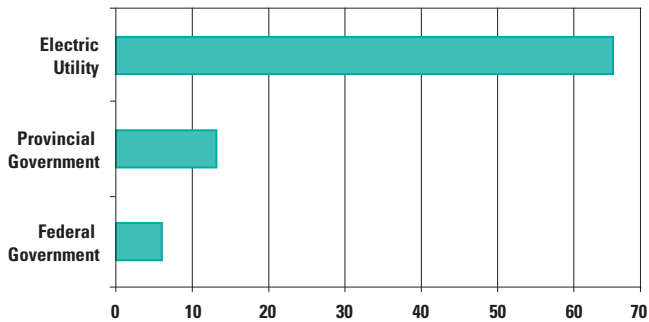


In your opinion, who should be providing you information about the efficient use of electricity?

Energy Efficiency Information Has High Value

Canadians place great importance on receiving information about using electricity more efficiently. When asked to rate the importance of receiving this information, 84% of respondents said that it was important to them and over half of the Canadians surveyed felt that it was very important.

Who should deliver energy efficiency programs?



In your opinion, who should be delivering energy efficiency programs to you?

Confidence in Electric Utilities is High

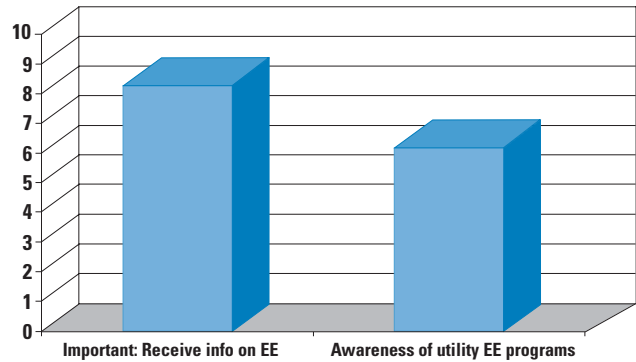
Canadians are confident in electric utilities' ability to provide information and programming. It is the opinion of 64% of Canadians that their electric utility company should be providing information about the efficient use of electricity. A similar proportion of Canadians (65%) believe that electric utility companies should be responsible for delivering energy efficiency programs.

Improved Program Awareness is Needed

While 84% of Canadians believe that information about energy efficiency is important, only one half are aware

(50% rate their awareness as a 7 or higher) of any initiatives led by their electric utility company to help use electricity more efficiently. Utilities are uniquely positioned to deliver on customer expectations with respect to energy efficiency; however, they cannot do it alone. Support and encouragement from government and regulators in the form of policy certainty and long-term and sustained incentives are necessary to realize Canada's energy efficiency potential.

Importance and Awareness



On a scale of one-to-ten, how important is it that you receive information on using electricity more efficiently?

On a scale of one-to-ten, how aware are you of initiatives of your electric utility company to help you use electricity more efficiently?



The CEA Customer Council

CEA's Customer Council acts as the bridge for "customer" components of the electricity business and represents

member utilities' interests in this area of business operations to the industry and to government. Collectively, Customer Council members provide electricity service to almost 6 million Canadian customers. Energy efficiency programs are an important part of meeting customer service expectations and this is reflected in the initiatives and opportunities supported by the Customer Council.

For more information on CEA's Customer Council, please contact Ann Kelly at (613) 692-0102 or kelly@canelect.ca

