

## IESO EARTH HOUR 2010 SURVEY

Navigator Ltd. worked with the Independent Electricity System Operator (IESO) to conduct their annual Earth Hour survey during the evenings of March 8-11, 2010. The questionnaire was completed by 851 Ontario homeowners during that time, and all participants were reached through random digit telephone dialling. These findings can be extended to Ontario's homeowner population at large with an accuracy of plus or minus 3.4 percentage points, 19 times out of 20. There were no fixed quotas for age, gender or other demographic criteria.

### TOPLINE SURVEY FINDINGS

Earth Hour is an annual international "lights out" event happening on Saturday, March 27 at 8:30 p.m. The goal is to get as many individuals and businesses as possible to turn off their lights for one hour to raise awareness about climate change.

Q1 Did you participate in Earth Hour on March 28 of last year?

- |       |   |                   |
|-------|---|-------------------|
| 55.0% | 1 | Yes               |
| 35.0% | 2 | No                |
| 10.0% | 3 | Unsure/Don't Know |

Q2 Are you planning to participate in Earth Hour 2010 happening this Saturday, March 27th?

- |       |   |                   |
|-------|---|-------------------|
| 73.3% | 1 | Yes               |
| 13.5% | 2 | No                |
| 13.2% | 3 | Unsure/Don't Know |

Q3 Do you intend to: [multiple selections permitted]

- |       |   |                                    |
|-------|---|------------------------------------|
| 78.7% | 1 | Turn off lights in your house      |
| 67.7% | 2 | Turn off the TV                    |
| 65.5% | 3 | Turn off the computer              |
| 52.2% | 4 | Change the time you do the laundry |
| 86.4% | 5 | Change the time you cook dinner    |
| 13.6% |   | None of these items                |

Q4 Are you currently able to control your electricity usage the way you would like?

- |       |   |                   |
|-------|---|-------------------|
| 81.8% | 1 | Yes               |
| 14.7% | 2 | No                |
| 3.5%  | 3 | Unsure/Don't Know |

Q5 Have you ever heard the term "Smart Grid" before?

- |       |   |     |
|-------|---|-----|
| 54.8% | 1 | Yes |
|-------|---|-----|

- |       |   |                   |
|-------|---|-------------------|
| 39.1% | 2 | No                |
| 6.1%  | 3 | Unsure/Don't Know |

“Smart Grids” use digital technologies, to build a more efficient energy service. Smart meters, which track hourly home consumption, are one element of the smart grid.

Q6 Do you currently have a Smart Meter installed in your home?

- |       |   |                    |
|-------|---|--------------------|
| 52.9% | 1 | Yes                |
| 36.7% | 2 | No                 |
| 10.5% | 3 | Or, are you unsure |

How interested you are in:

Q7 Installing a real-time energy monitor that shows your electricity use in your home or on a computer display. Are you:

- |       |   |                       |
|-------|---|-----------------------|
| 27.5% | 1 | Not at all interested |
| 14.9% | 2 | Not very interested   |
| 35.8% | 3 | Somewhat interested   |
| 21.7% | 4 | Very interested       |

Q8 Purchasing a smart appliance such as a dryer or air conditioner that can be programmed to turn itself down or off when electricity prices are very high.

Are you:

- |       |   |                       |
|-------|---|-----------------------|
| 26.6% | 1 | Not at all interested |
| 11.2% | 2 | Not very interested   |
| 32.8% | 3 | Somewhat interested   |
| 29.5% | 4 | Very interested       |

Q9 Using a mobile device such as a BlackBerry or iPhone to control your energy use, such as turning off your lights or turning the air conditioning down while you're away from home.

Are you:

- |       |   |                       |
|-------|---|-----------------------|
| 48.3% | 1 | Not at all interested |
| 12.7% | 2 | Not very interested   |
| 17.6% | 3 | Somewhat interested   |
| 21.4% | 4 | Very interested       |

Q10 What is the most you would be willing to spend, as a one time cost, in order to use these tools? Would you spend:

- |       |   |                     |
|-------|---|---------------------|
| 8.8%  | 1 | More than \$300     |
| 28.6% | 2 | From \$100 to \$300 |
| 23.0% | 3 | Under \$100         |
| 39.6% | 4 | Nothing at all      |

If you had the ability, would you be interested in managing your household's electricity usage according to the following factors?

Q11 To reduce the amount of greenhouse gasses produced by electricity generators at that time of day  
 75.0% 1 Yes  
 25.0% 2 No

Q12 To take advantage of power from renewable sources such as hydro dams, wind farms or solar panels  
 83.9% 1 Yes  
 16.1% 2 No

Q13 To use less electricity when the price is high  
 89.8% 1 Yes  
 10.2% 2 No

Would you consider investing in more significant steps that help you manage your electricity such as:

Q14 Purchasing an electric car that charges its battery when prices are lower?  
 42.9% 1 Yes  
 57.1% 2 No

Q15 Installing a small wind turbine or solar panel at your home, to sell electricity back to the grid?  
 61.8% 1 Yes  
 38.2% 2 No

Q16 Participate in a program that pays you back if you reduce your energy use when the power grid is under stress?  
 84.3% 1 Yes  
 15.7% 2 No

Q17 How important is it that Ontario's hydro utilities invest in Smart Grid technologies?  
 4.8% 1 Not at all important  
 4.0% 2 Not very important  
 31.7% 3 Somewhat important  
 59.5% 4 Very important