



# SmartEnergy

## The New Energy Consumer

Presented by:



April 24, 2018

# Key Topics

Smart Home

Electric Vehicles

Clean Energy

Climate Change & Carbon Tax

# Summary - Atlantic Canadians

**Usage of smart thermostats is limited but there is potential for significant growth.**

- 9% own a Nest thermostat. Among those who don't, nearly two-thirds are very (20%) or somewhat (46%) interested in owning one.

**Electric vehicles have yet to gain significant traction in Atlantic Canada but there are some signs that this could change in the next 3-5 years.**

- 4% currently own an electric vehicle. Among those who don't, approximately one-third are very likely (5%) or likely (27%) to buy one in the next 3-5 years. It's important to point out that respondents are likely including hybrid vehicles when they hear the term electric vehicles.

**There is strong support for clean energy investment in Atlantic Canada as long as it doesn't have a significant financial impact on consumers.**

- 72% rate clean energy as highly important with strong support for utility investment in wind, solar and hydro power.
- 50% would be willing to pay 5% more for clean energy while just 21% would be willing to pay 10% more.

# Summary - Atlantic Canadians

## Atlantic Canadians believe climate change is real.

- 86% said that they believe in climate change.

## Familiarity with the Federal Government's proposed carbon tax plan is somewhat limited.

- Just 9% are very familiar and a further 50% are somewhat familiar.

## Atlantic Canadians are divided in their opinion of a carbon tax as a means of reducing emissions to help limit climate change.

- 37% support it
- 30% oppose it
- 32% undecided/unsure

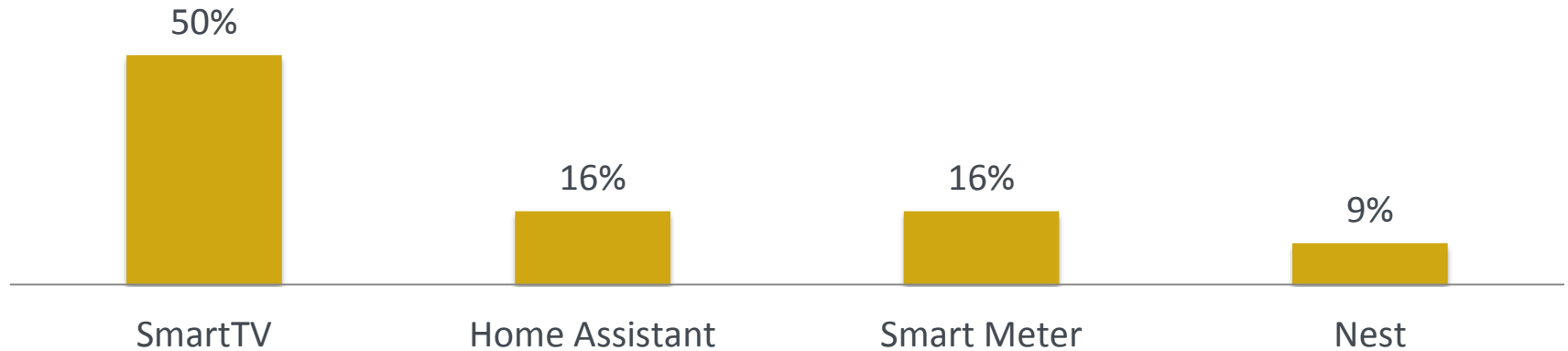


# SMART HOMES

# Current Rate of Adoption

(Smart Home Technology)

Atlantic Canada



## Regional Breakdown

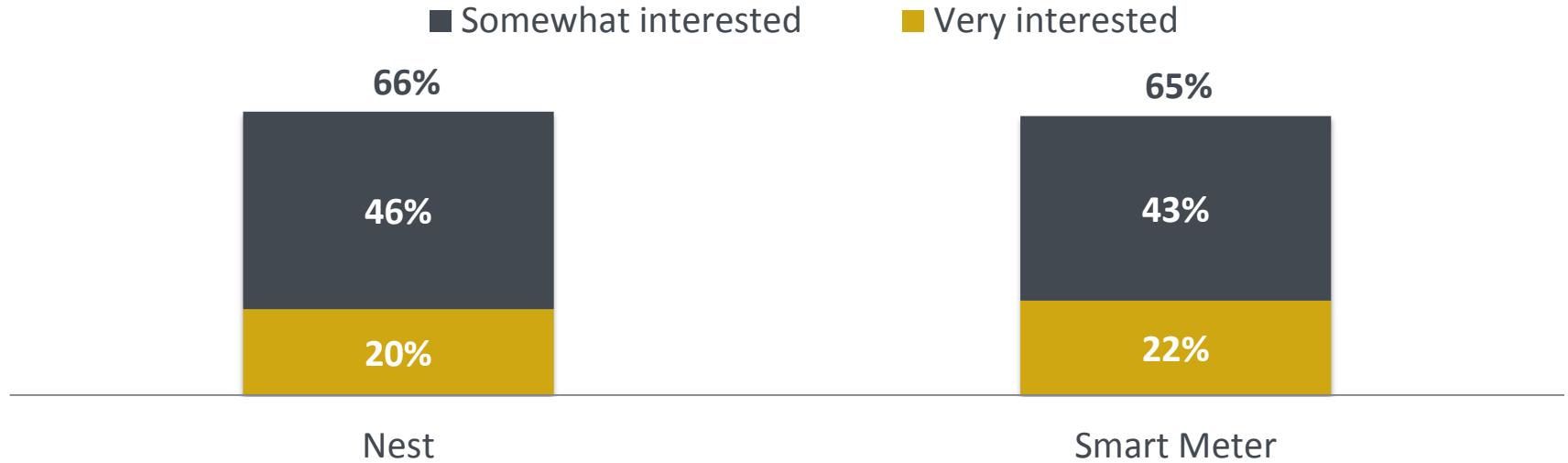
	NL	NS	NB	PEI*
SmartTV	54%	47%	50%	56%
Home Assistant	15%	19%	13%	11%
Smart Meter	16%	18%	13%	12%
Nest	10%	9%	10%	4%

\* Interpret with caution due to small sample size (n=25)

# Interest in Smart Home

Subset: Those who have not adopted and are very interested in adoption.

## Atlantic Canada



## Regional Breakdown (very/somewhat interested)

	NL	NS	NB	PEI*
Smart Meter	76%	70%	50%	79%
Nest	70%	64%	66%	66%

\* Interpret with caution due to small sample size (n=25)

Interest in Smart Meters lowest in New Brunswick



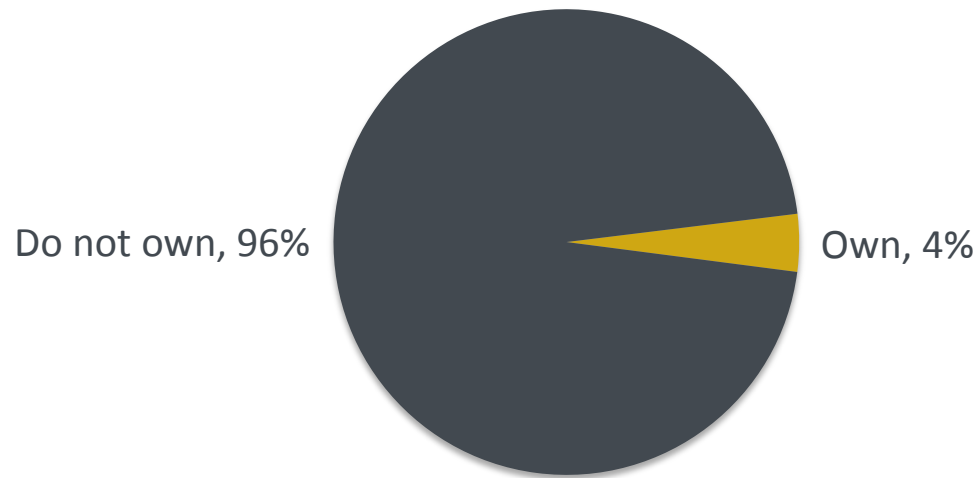
# ELECTRIC VEHICLES



# Current Rate of Adoption

(Electric Vehicles)

Atlantic Canada



## Regional Breakdown

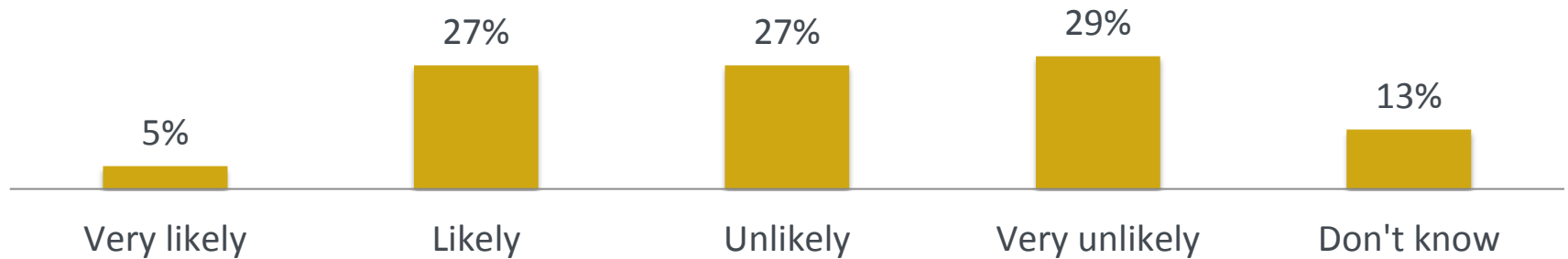
	NL	NS	NB	PEI*
Own Electric Vehicle	4%	3%	3%	4%

\* Interpret with caution due to small sample size (n=25)

# Likelihood to Consider Electric Vehicle

Next 3-5 years

Atlantic Canada



## Regional Breakdown (very likely/likely)

	NL	NS	NB	PEI*
Electric Vehicle	29%	34%	32%	33%

\* Interpret with caution due to small sample size (n=25)



# CLEAN ENERGY

# Importance of Clean Energy

(10 point scale)

## Atlantic Canada



### Regional Breakdown (% Rating 8 or Higher)

	NL	NS	NB	PEI*
Importance of Clean Energy	68%	78%	69%	76%

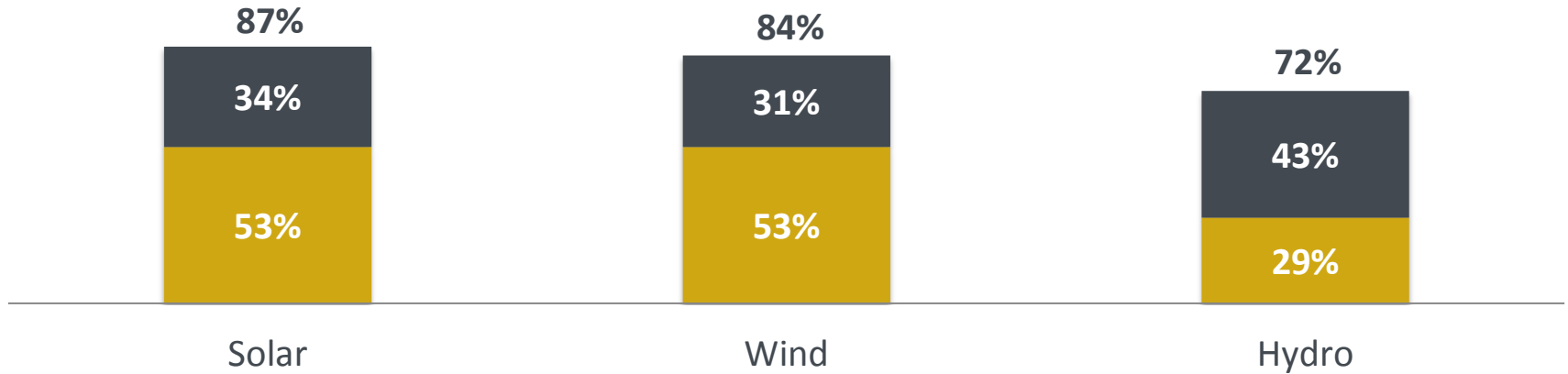
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# Support for Clean Energy Investment

(By Utilities)

## Atlantic Canada

■ Support      ■ Strongly support



## Regional Breakdown (Strongly support/support)

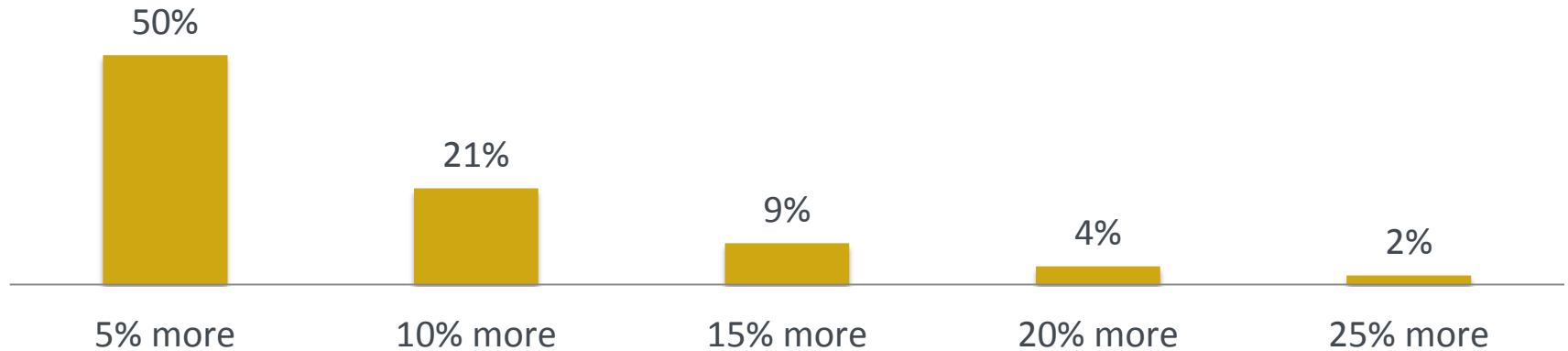
	NL	NS	NB	PEI*
Solar	86%	86%	89%	86%
Wind	90%	82%	85%	82%
Hydro	77%	73%	72%	52%

\* Interpret with caution due to small sample size (n=25)

# Willingness to Pay for Clean Energy

(% Yes)

## Atlantic Canada



## Regional Breakdown

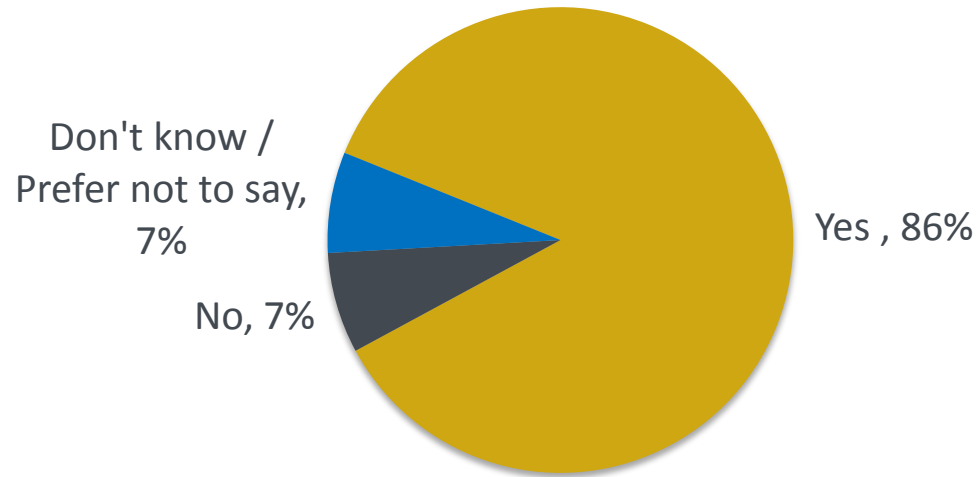
	NL	NS	NB	PEI*
5% more	52%	53%	44%	50%
10% more	22%	23%	16%	26%
15% more	11%	8%	8%	19%
20% more	5%	4%	3%	7%
25% more	3%	0%	3%	4%

\* Interpret with caution due to small sample size (n=25)

# CLIMATE CHANGE & CARBON TAX

# Do You Believe in Climate Change?

## Atlantic Canada



## Regional Breakdown

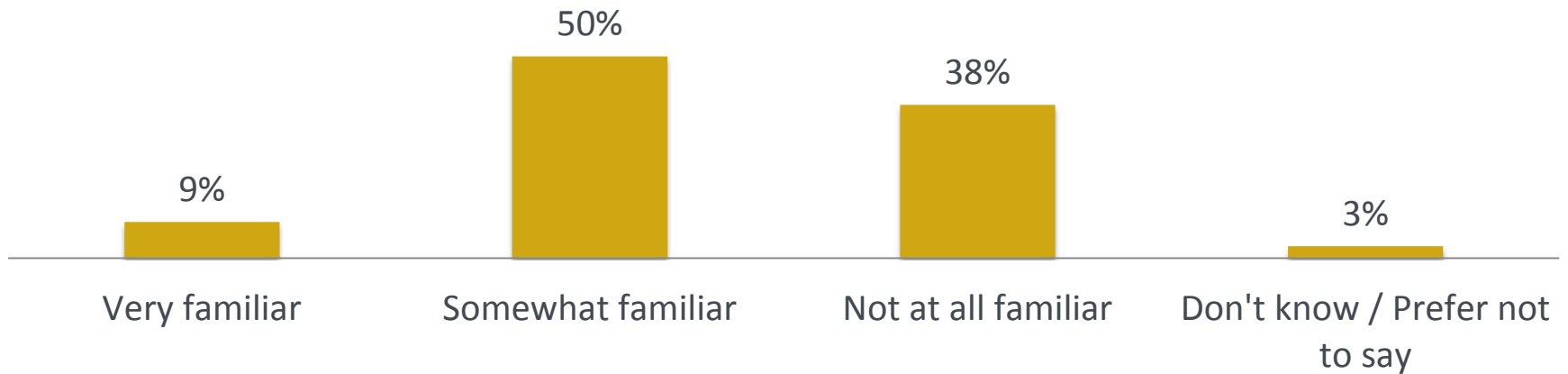
	NL	NS	NB	PEI*
Believe in Climate Change	80%	85%	91%	88%

\* Interpret with caution due to small sample size (n=25)



# Familiarity with Carbon Tax Plan

## Atlantic Canada



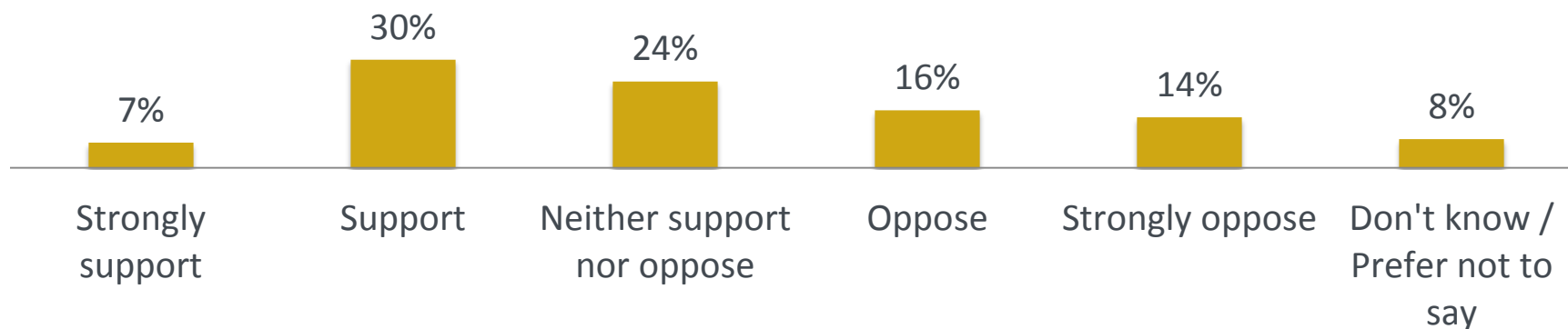
## Regional Breakdown

	NL	NS	NB	PEI*
Very/Somewhat Familiar	64%	59%	55%	52%

\* Interpret with caution due to small sample size (n=25)

# Support for Carbon Tax

## Atlantic Canada



## Regional Breakdown

	NL	NS	NB	PEI*
Strongly Support/Support	42%	36%	36%	38%

\* Interpret with caution due to small sample size (n=25)

# Methodology

- Collection dates: April 13-16, 2018
- Sample size: 400
- Collection method: Online
- Geography: Atlantic Canada
- Note: Results at the provincial level should be interpreted with caution due to smaller sample sizes.