



Energy and the Internet 2008

Background

With rapidly rising energy prices and continued concern about the environment and conservation, the *Ipsos Canadian Inter@ctive Reid Report* decided to look at how the Energy world and Internet world are working together to provide additional products and services to address some of these concerns. As the Internet becomes more ingrained in our everyday activities it has become a prime medium of communication and information gathering for consumers. In this special feature report we explore Broadband over Powerline, Smart Meters, Demand Response technology, Carbon Footprint websites and Government Policy.

As consumers energy use increases, supply, generation and distribution companies are searching for ways to reduce end-use consumption. Not only will this reduce the environmental impact but also reduce the need for costly transmission upgrades and developments

As Canadians become more aware of their environmental footprint and the financial costs associated with their energy use they may turn to products and services such as smart meters, demand response technology and online meter reading to help manage their use.

Additionally, this report also looks at consumer awareness, knowledge and perception of Broadband over Powerline. If the technical challenges can ever be surmounted this may provide an additional revenue stream for utilities. This report identifies many of the challenges faced by those in the Energy industry as they move toward providing more products and services for consumers.

This Special Feature report, Energy and the Internet: 2008 takes a look at Canadians' relationship with the Energy and the Internet

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A total of 2,725 online interviews were conducted among a cross-section of Internet panelists. Ipsos Reid is the only research company in Canada to have a fully staged, randomly selected representative sample of 185,000 Internet users across the country. The results are accurate to within $\pm 1.9\%$, 19 times out of 20.

Topics covered in this report include:

- Awareness of Broadband over Powerline;
- Knowledge of Broadband over Powerline;
- Likelihood to switch from current ISP to Broadband over Powerline;
- Main reasons for and against Switching to BPL;
- Payment of electricity and natural gas bills online;
- Awareness of Smart Meters;
- Interest in Smart Meters;
- Prospective frequency of viewing energy usage online;
- Awareness of Demand Response Technology; and,
- Interest in Demand Response Technology.

In addition, subscribers will also receive the demographic profile of online Canadians, giving them a clear understanding of who is online in Canada and adding valuable context to the results of the research.



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About *The Ipsos Canadian Inter@ctive Reid Report*

The Ipsos Canadian Inter@ctive Reid Report was developed by Ipsos Reid to monitor Canadian Internet behaviours and attitudes in order to provide subscribers with the most authoritative, comprehensive and up-to-date information about the Web that is available. Our study is not simple measurement figures. Rather, it is the who, what, why, where, when and how of Canadians and the Internet. Whether you are in the high-tech sector, a traditional consumer company, or a social marketer, the information provided in this report will keep you up to date on what Canadians are doing online and why.

To obtain further information on the full version of this report, please visit: <http://www.ipsos-reid.com/IREID.cfm>

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