

Advanced Wires Rates

Phase 03 – Market Validation Survey

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EPCOR Distribution & Transmission Inc.

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Our purpose

Objectives of this phase

Key Topics

On July 11, 2022, the Alberta Utilities Commission (AUC) issued Decision 27018-D01-2022 in EPCOR Distribution & Transmission Inc.'s Phase 2 Distribution Tariff Application. In that decision, the Commission directed EDTI to commence a feasibility study to determine the scope and cost to build and implement a metering system that is able to measure demand for residential and small commercial customers, and to identify alternatives to provide demand-based billing. As part of this assessment, EPCOR commissioned Stone-Olafson to explore **Edmonton market readiness for advanced rate structures**.



The objectives of the market assessment are to measure Edmontonians awareness, understanding, perceived benefits, and potential challenges with rolling out an advanced rate structure (i.e., the market perspective). This is the third phase of research and consisted of a quantitative survey among Edmontonians designed to;

- Validate findings from earlier phases of work including a jurisdictional scan (phase 1) and a qualitative focus groups (phase 2)
- Quantify expected interest and potential uptake in an alternative rate structure
- Provide demographic profiling of segments most likely to support, adopt, or oppose a new advanced rate approach
- The results will deliver robust, data-driven guidance for decision-making and communication with stakeholders, regulators, and the public.



Key Topics of interest:

- Current customer awareness, knowledge, power usage and current behaviours, as well as awareness of smart meter technology
- Perceptions and issues surrounding wire-rates
- Validate issues, values, and important themes among Edmontonians surrounding advanced wire rates
- Test conceptual alternatives to advanced rate approaches, and identify general support/concern for each, and reasons why (open ended comments).
- Two step concept impact: appeal and likelihood to participate in conceptual advanced rate structures
- Open end; reasons for support/non-support

How we did the research



The research was conducted via online quantitative survey from a robust sample of n=641 Edmonton residents. The sample was balanced to population demographics upon survey deployment. To participate in the survey, respondents must have their primary residence in Edmonton and have either sole or joint responsibility for their electricity bills. This sample size provides a margin of error of $\pm 3.9\%$, 19 times out of 20. Included in this sample are n=79 small business decision makers. Their results are not statistically different than other Edmonton residents, thus are not called out specifically.

Surveys were completed between October 2 – November 3, 2025. This survey took approximately 12-15 minutes to complete based on how they answered the questions.

Advanced Analytics



Advanced data modelling techniques (MaxDIFF analysis) were also employed to the most successful elements of an alternative rate structure.

Features (or benefits) of advanced rate design include:

- Price incentive or penalty structures
- Monthly bill predictability
- Billing detail and frequency
- Demand charge presence
- Peak event notifications
- Time restrictions
- Attributes of predictability and control



What we heard previously

(Qualitative Conversations)

What we heard previously

Phase 1 – Discovery & Multi-Jurisdictional Scan of Advanced Rates

Factors for success:

- **Joint Leadership and Broad Collaboration:** Shared responsibility ensured oversight, transparency, and alignment with both policy goals and practical operational needs.
- **Intensive, Multi-Channel Customer Education:** Robust education and outreach campaigns were pervasive among successful rollouts.
- **Pilot Testing and Iterative Feedback:** Programs that piloted new rates, gathered data, and refined approaches based on customer feedback before full rollout avoided major pitfalls.
- **Simplicity and Clarity in Rate Design:** Simple, transparent rate structures correlated with positive outcomes in terms of both enrollment and satisfaction.
- **Customer Protections:** Successful programs frequently integrated protections (like bill guarantees or opt-out options), reducing risk, and building trust (especially for vulnerable populations).

Factors to watch for:

- **Insufficient or Ineffective Communication:** Programs that invested less in education, failed to personalize outreach, or relied heavily on technical jargon saw high rates of confusion, dissatisfaction, and low adoption.
- **Complex or Unintuitive Rate Designs:** Overly technical, complicated, or poorly explained pricing mechanisms increased perceived risk and customer frustration. Programs with frequent price changes without strong supporting tech faced notable difficulties.
- **Lack of Stakeholder Buy-In:** Where utility, government, or customer advocacy involvement was limited, controversies intensified.
- **Poorly Executed Pilots or Rushed Rollouts:** Programs that neglected phased testing, feedback incorporation, or post-launch customer service struggled to adapt to unforeseen problems.
- **Equity and Privacy Concerns:** Outcomes were mixed or negative when impacts on low-income or technologically marginalized groups were inadequately addressed, or when rate design led to privacy doubts.

What we heard previously

Phase 2 – Focus Groups with Edmontonians

Edmontonians Input:

- **Building customer understanding:** Current knowledge levels are low, so preparing residents with better information would be essential for any possible rate changes in the future.
- **Making system charges easier to understand:** Improving how bills and charges are presented will help residents grasp how the system works.
- **Recognition that affordability concerns dominate decision-making:** Cost is the primary motivator for any change, even though residents still care about doing the right thing.
- **Starting with billing improvements and alignment with partners.** Laying groundwork early, including inter-governmental collaboration, would ease any future rate change.

Factors to watch for:

- **There is low baseline understanding of the current system:** Many residents lack familiarity with existing structures, making complex changes harder to absorb.
- **Perceived system pressures do not align with customer views.** Challenges with grid management may not match what residents believe about electricity reliability, making it difficult to empathize.
- **Messages about grid instability may not resonate:** Residents tend to view the grid as stable making narratives about demand management feel disconnected from their experience.
- **Introducing changes without initial preparation could create confusion.** Without early communication and groundwork, new concepts may feel abrupt or difficult to interpret.

A group of construction workers wearing orange safety suits and white hard hats are gathered on a job site. They are looking at a set of documents or plans held by one of the workers. The background is slightly blurred, showing more workers and equipment. A semi-transparent white banner is overlaid at the bottom of the image, containing the text 'Detailed Results – Quantitative Survey'.

Detailed Results – Quantitative Survey



Clear and accessible communication

Residents who understand their electricity bill are significantly more aware of how the grid works, how smart meters operate, and how advanced rate structures work. In contrast, those who find their bill difficult to interpret have lower awareness, review their bills less often, and are more uncertain about system concepts. This creates a divide in readiness for advanced rates.

Clear and accessible communication would be critical to prepare customers for any future rate changes, particularly explanations of where savings appear on the bill, how rate structures work, and how household choices impact costs.



Trust is a driver for consideration

Customer acceptance of alternative rate designs depends heavily on trust. While some residents appreciate the potential for savings, flexibility, and conservation, many express suspicion about price gouging and whether utilities benefit more than customers.

These perceptions appear strongest among those with lower bill understanding or weaker familiarity with rate structures. Transparent communication about how rates are determined, how customer savings are calculated, and how changes support grid efficiency would be essential in building confidence and improving consideration.



Balancing Convenience and Savings

Although most residents say they would adjust when they use electricity, their ability to do so is limited by work routines, family schedules, and convenience. To motivate real behavioural change, customers require substantial and easy-to-understand savings. The research shows that residents typically expect around a 30 percent reduction or 52 dollars per month to view the adjustment as worthwhile.

Rate designs that offer broad time windows, simple rules, and minimal lifestyle disruption would be more effective than those that require strict schedules or high effort. Tools for monitoring consumption, whether through the bill or digital apps, would support any required transition by helping residents track progress and see the benefits of their choices.

Bill understanding strongly shapes awareness and engagement.

Edmontonians with a strong understanding of their electricity bill are substantially more aware of smart meters, alternative rate structures, and grid-demand concepts. These individuals are more likely to review their bills regularly and to understand how usage patterns influence costs. In contrast, those who find their bills difficult to understand tend to have lower overall awareness and are less likely to support, or consider, new approaches to their rate structure. While contentiousness play a role (those interested pay more attention), it also suggests that bill literacy is a foundational driver of customer readiness for advanced rate structures (it's hard for people to choose what they don't understand).

Convenience is the primary barrier to behaviour change.

While many residents express willingness to shift their electricity use to save money, convenience consistently emerges as the main barrier. While Edmonton residents are relatively balanced around whether the structure should be time-of-day or day-of-week, what is especially important is how it aligns with work schedules, family routines, and daily habits limit the ability of many households to adjust usage during specific hours or days. Even when financial incentives are present, a significant portion of residents place high value on maintaining flexibility. Any advanced rate design must account for these possible constraints and avoid requiring lifestyle disruptions that many customers are unwilling or unable to make.

Trust and perceived fairness influence acceptance of advanced rates.

Residents express mixed reactions to advanced rate structures, and a major factor shaping these views is trust. Positive perceptions tend to revolve around consumer control, conservation, and the possibility of saving money. However, many residents worry that new rate structures may benefit the utility more than the customer. Concerns such as price gouging, unclear motives, and a lack of transparency appear frequently in their feedback. This indicates that perceived fairness is just as important as financial benefit. For advanced rate structures to gain broad support, EPCOR would need to communicate openly about how rates are designed, how savings are achieved, and how customer interests are protected. Addressing these trust concerns directly would be essential for customer confidence and long-term adoption.

Residents would expect savings in return for limiting convenience and flexibility.

Residents require a material degree of savings before they would meaningfully adjust when they use electricity, particularly if there is a perception of inconvenience or lack of flexibility within their day-to-day routines. **On average, residents say they would need about a 30 percent discount or roughly 52 dollars in monthly savings** to justify shifting their consumption. Most prefer savings expressed as a percentage rather than a dollar amount because it feels more transparent and easier to interpret. Even among residents more open to advanced rates, **the minimum acceptable discount still averages around 24 percent**. This indicates that small incentives would not be effective and that meaningful, easy-to-understand savings are essential for driving adoption of any advanced rate structure.

However, motivations can be more complex than cost savings or discounts.

Although financial savings are the strongest motivators for modifying electricity use, residents also show strong moral motivations. Many view energy conservation as the responsible and ethical choice, particularly in support of environmental sustainability and at-risk communities facing affordability challenges. These moral drivers complement economic motivations, and while these are considered a tertiary motivation, this suggests that messaging that combines personal financial benefits with community and environmental impact may be especially effective.

Bottom line: people need clear communication about how and why an alternative rate structure would be beneficial.

Customers want much clearer and more accessible explanations about rate structures, how costs are calculated, and where savings appear on the bill. Some residents express confusion about that the distribution charge is and why any savings would apply specifically to that charge rather than the total bill. Some rely on their bill for information while younger generations would prefer a downloadable app for this detail. This underscores the need for stronger communication about how advanced rate structures work, how savings are realized, and what customers can expect to see on their monthly statement.

Key Findings: Edmontonians Expectations if Advanced Rates are Considered

1 Strengthen bill clarity and customer understanding.

If an advanced rate is considered, it would be valuable to explore ways to simplify bill presentation and improve how information is communicated. Clearer explanations of charges, rate structures, and where savings appear would help increase customer confidence and overall readiness for potential changes. Providing visual examples or more intuitive descriptions of distribution charges and usage patterns may support stronger bill literacy across different demographic groups.

2 Build trust through transparent and consistent communication.

Given the role trust plays in shaping perceptions of new rate structures, EPCOR would want to test communications for transparency and consistency in advance. Customers may benefit from clearer explanations of why new rate options are being explored, how customer interests are protected, and how rate changes contribute to grid reliability. A communication approach that proactively addresses concerns about fairness and corporate motives would help reduce skepticism and improve acceptance.

3 Design rate options that recognize the trade-off between convenience and savings.

As convenience and personal flexibility matter to many households, it is important to balance these preferences with incentives that feel worthwhile. Residents would need noticeable savings to justify changes to their routines. Rate designs with broad time windows, simple rules, and easy-to-understand incentives can help align customer expectations with system goals. Providing multiple ways to monitor usage, whether through the bill or digital tools, can also support engagement by allowing customers see the value of their efforts.

4 Not all customer priorities are equal, and rate designs should reflect these perceptions.

The MaxDiff analysis shows that customers place the highest importance on clear discounts and rewards for lower or off-peak use, making these the more optimal features of a different rate design. Predictability, transparency, and plan flexibility rank next and should be considered for both the structure and communication. Elements such as ease of use, alerts, fairness, and environmental impact are tertiary considerations, while penalties (or anything perceived as penalties) should be avoided.

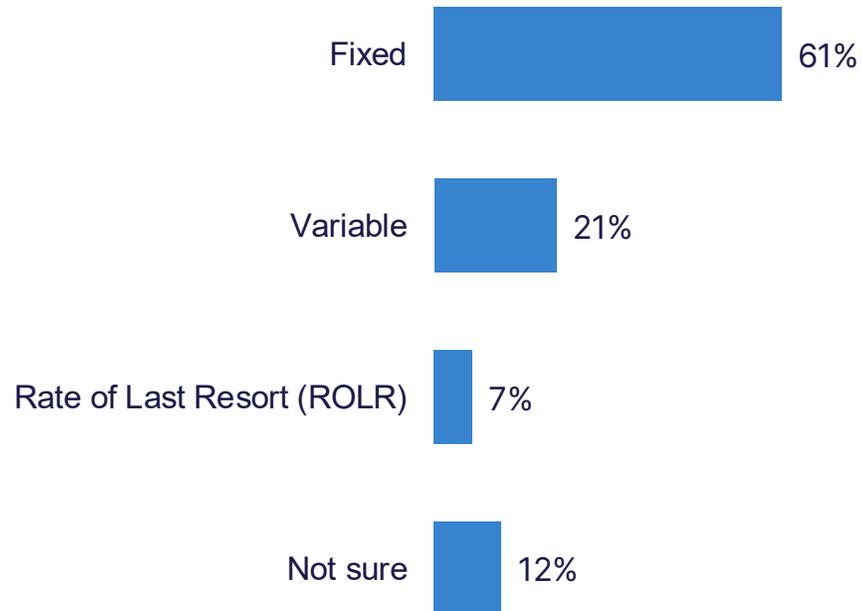


Edmontonians bill understanding and electricity management behaviours.

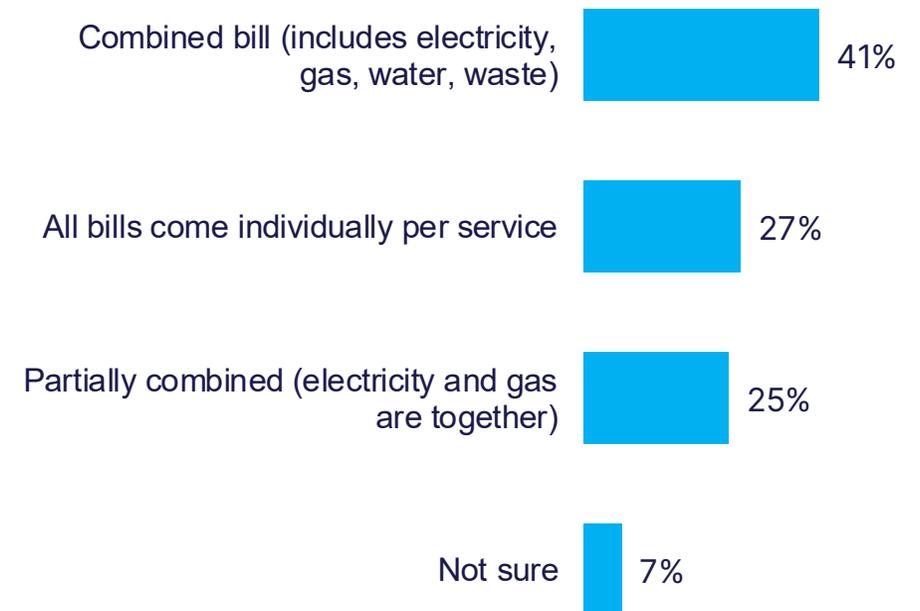
66% of utility bills are combined (fully or partially)

Nearly two-thirds of Edmontonians have a fixed rate contract electricity plan and slightly fewer with a variable plan. The type of electricity bill is more variable with two out five residents having a combined bill and over half with their bills broken out either partially or completely by service. This means that advanced rates rates would be presented in the context of a combined bill, including any associated savings.

Type of Electricity Plan

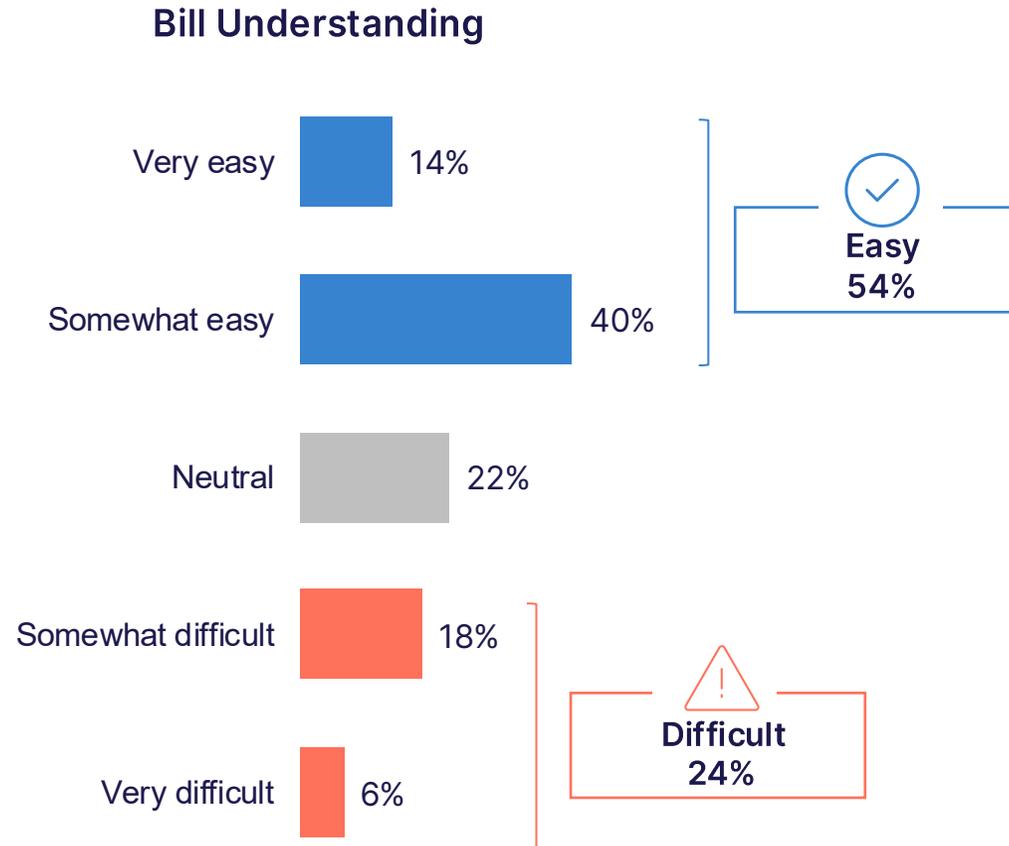


Type of Electricity Bill



One quarter of Edmontonians find their electricity bill difficult to understand.

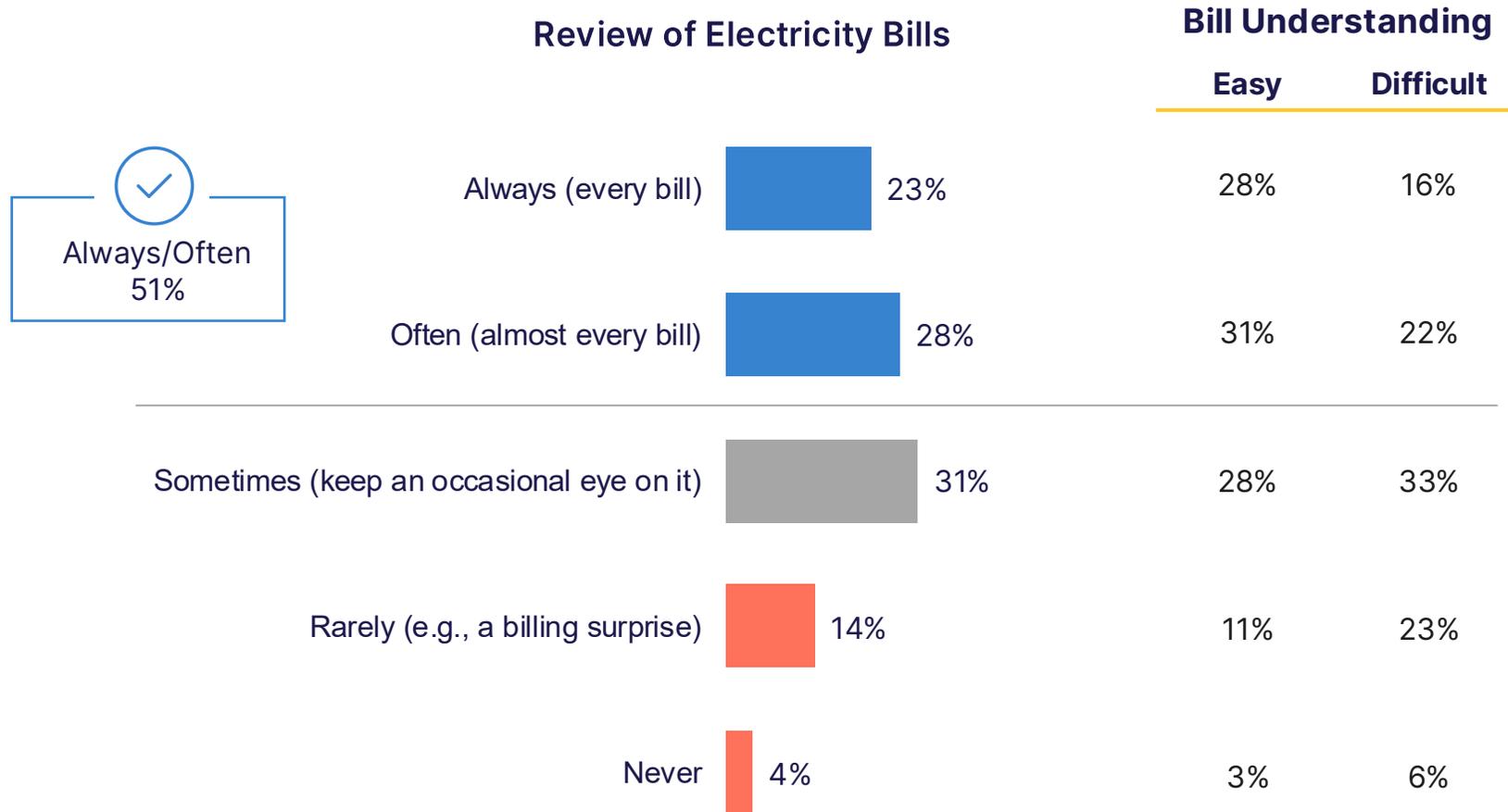
Only half of Edmontonians find their bill easy to understand today. Slightly more concerning is that 24% of Edmontonians find their bill difficult to understand.



Base: All respondents (n=641)
Q9. How easy or difficult is it to understand your bill and use it to impact usage or cost?

Half of consumers review their bill regularly.

Just over half of Edmontonians claim to pay attention to almost every bill, and a near one quarter review every bill they receive. This tends to be those in older demographics (55+). Interestingly, the less one understands their bill, the less likely they are to review it as often.



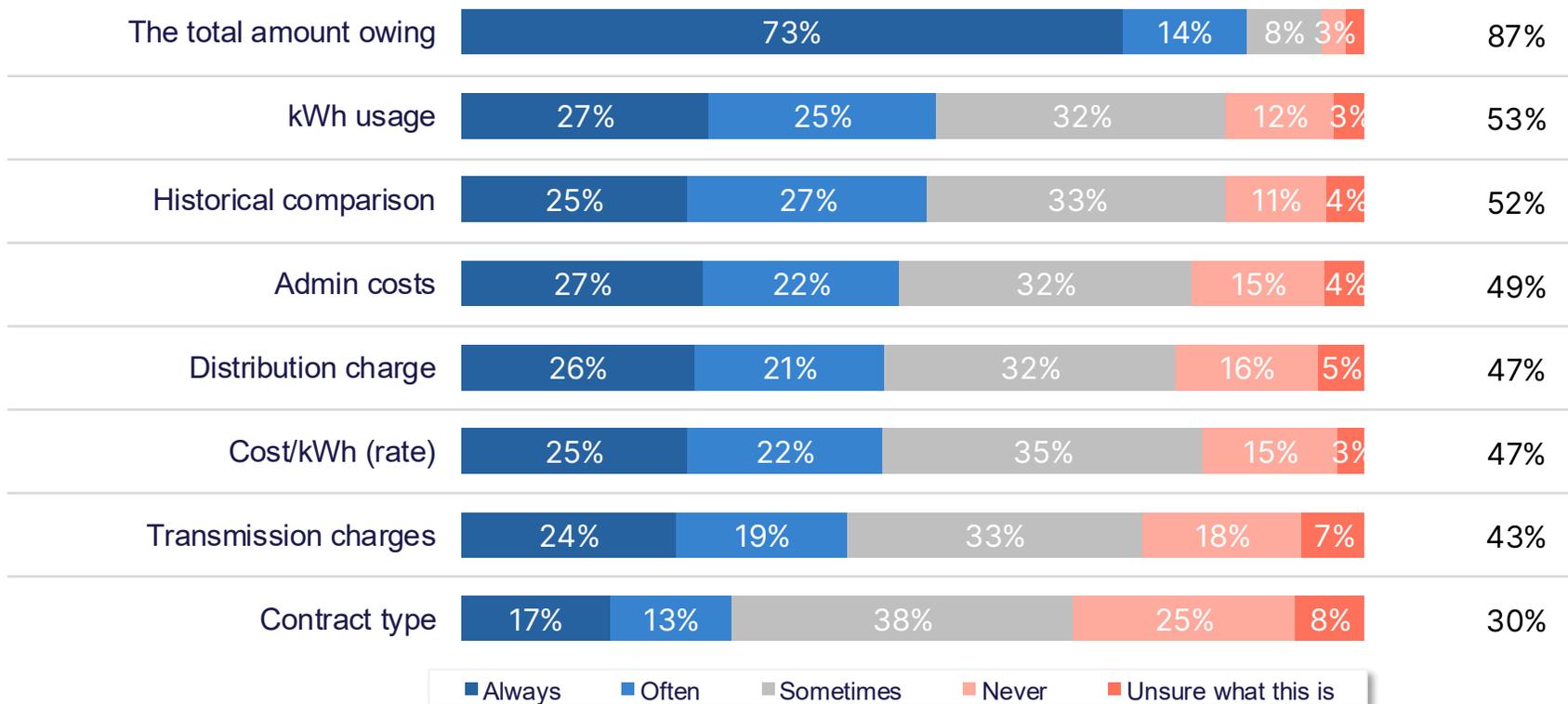
Nearly all Edmontonians check the total bill amount, though half check other elements as well.

Naturally, the amount owing is paid the most attention, but over half of Edmonton residents are also reviewing their monthly kWh usage, as well as the historical comparison. Notably, many residents are also paying attention to the distribution charge with very few feeling unsure on what it is.

Electricity Bill Components Paid the Most Attention



Always/Often



Those who are aware of *Advanced Rates* are 19% more likely to pay attention to the distribution charge on their bill.

The Cost of Electricity Per Month

On average, Edmonton residents report paying \$157 per month on electricity, though about one-third claim to pay over \$170.

Average Electricity Cost Per Month



Nearly half of residents report a charge of less than \$120 per month; as well, renters and/or those in multi-unit housing tend to pay less than single family homeowners.

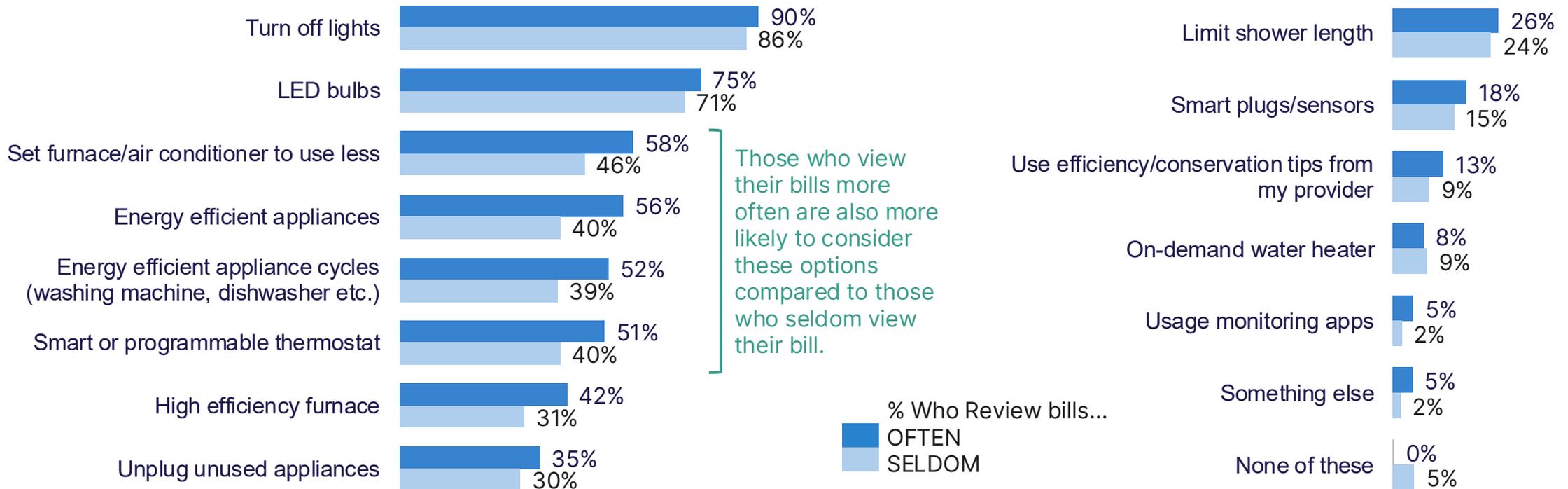
Base: Answered open-end question (n=457)

Q7. What is your average electricity cost per month? If you have a combined bill, we are looking for the amount for electricity service only. A rough estimate is fine.

The majority of Edmontonians take measures to manage electricity consumption.

The most common and obvious way Edmontonians manage their electricity is by turning their lights off or installing LED bulbs. Slightly less common, though still significant ways include pre-setting the heating system, the use of energy efficient appliances, and smart thermostats. Interestingly, those who view their bills more often tend to be more likely to manage electricity through these means.

Ways to Manage Electricity at Home



Base: All respondents (n=641)
 Q11. Which of the following, if any, do you use to manage electricity at home?

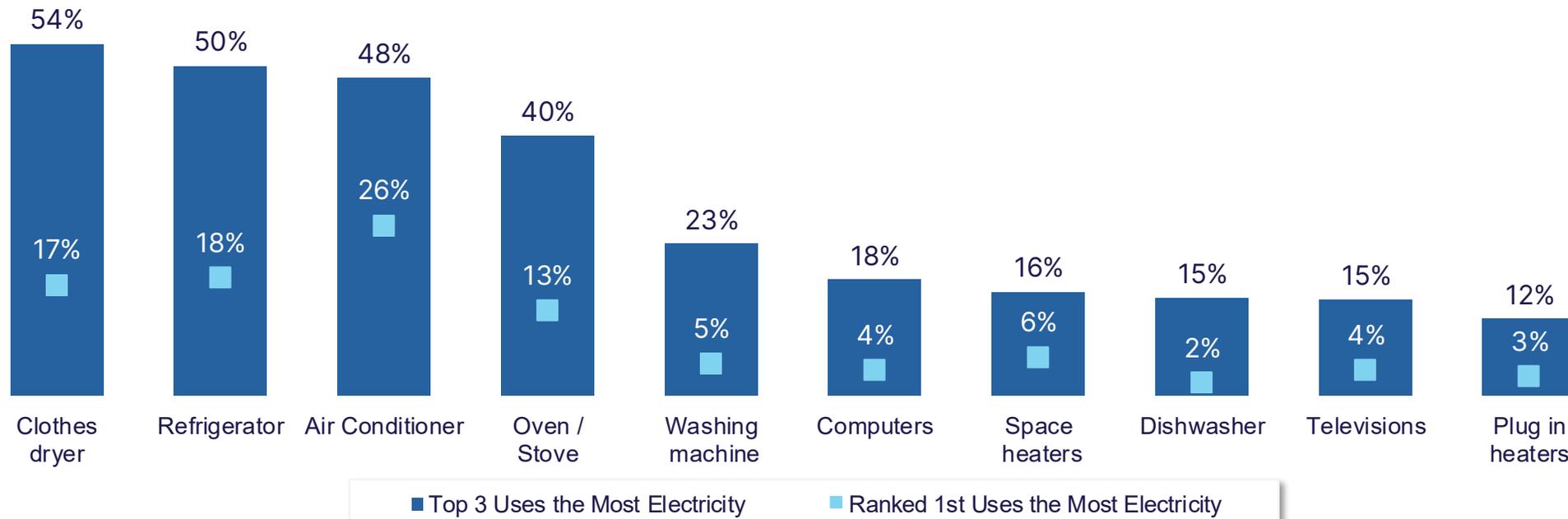


Awareness & Knowledge

Edmontonians are generally knowledgeable about which appliances use the most electricity overall.

While the most current rankings of actual electricity usage vary in the era of energy efficient appliances, overall Edmontonians appear to be knowledgeable that dryers, refrigerators, air conditioners, and stoves use the most in the average household.

% Who Rank Item as “Using the Most Electricity”



Don't know: 5%

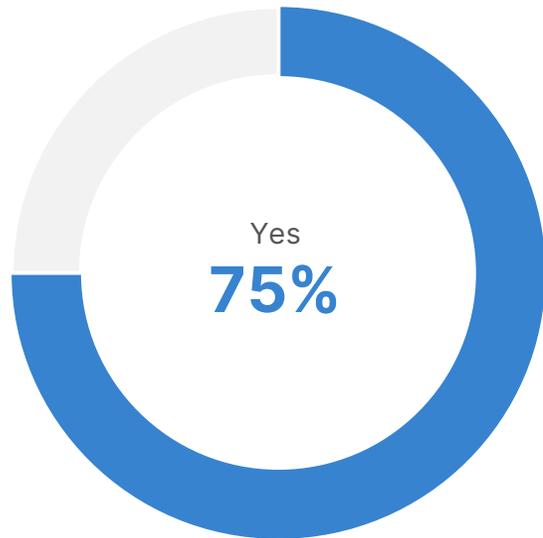
Base: All respondents (n=619)
Q12. Please rank the top three items that you believe use the most electricity in your home. Please drag and drop these in order from most to least electricity use.

More Edmontonians are more aware of grid management than alternative rates and smart meters.

While many Edmonton residents have a general awareness of electricity management concepts in the city, as the subject gets more specific, awareness beings to decrease.

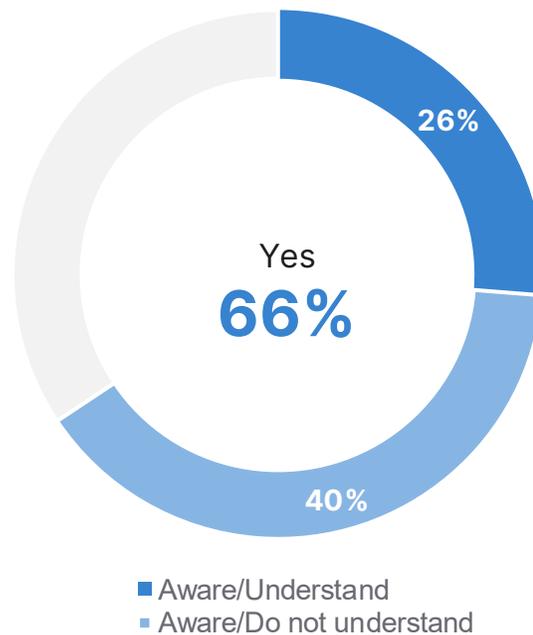
Three-quarters of Edmontonians are aware that the time of day can affect grid management.

Aware Time of Day Affects Demand



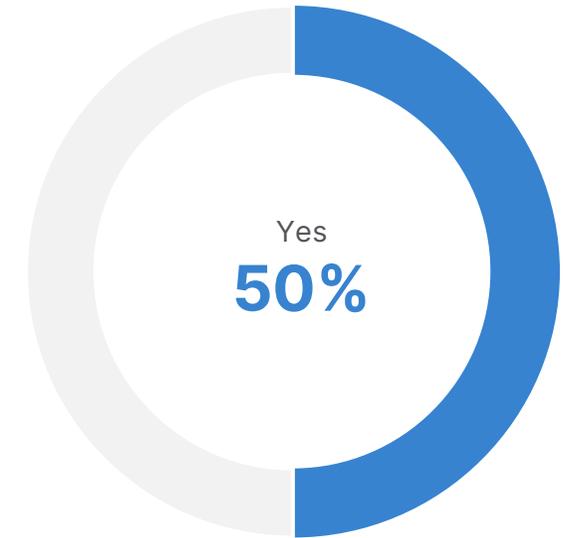
Just over one quarter are aware that advanced (or smart) meters exist and understand their benefits.

Aware of Smart Meters and Their Purpose



While 50% of Edmontonians have heard of alternative rate structures, where cost can vary by time of use.

Aware of Alternate Rate Structures (Cost Varies with Time of Day, Season, Use)



Base: All respondents (n=641)

Q13. Are you aware that electricity use at different times of day affects overall demand and electricity grid management?

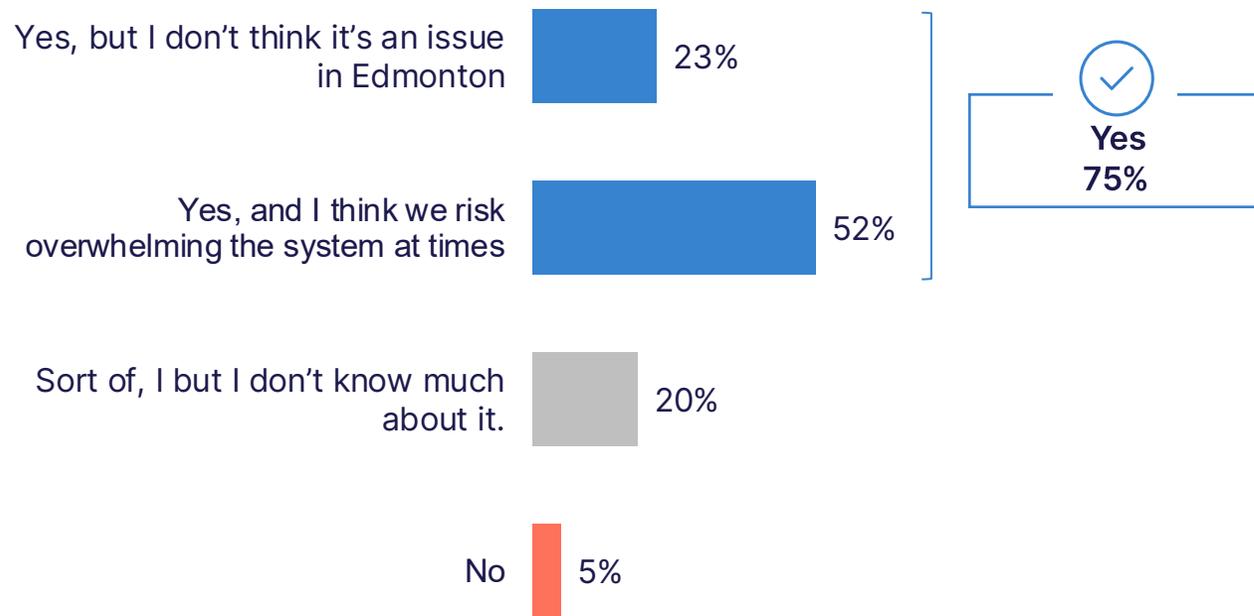
Q14. Are you aware that advanced electrical meters (or smart meters) exist, and understand their purpose/benefits?

Q15. Have you heard of alternative rate structures where electricity cost varies by time of day, season, or use?

The majority of Edmontonians believe the the electrical grid is at risk of being overwhelmed at times.

Though three-quarters of Edmontonians are aware that the time of day can affect overall demand, over half believe that the system is at risk of being overwhelmed. This is particularly true for those who believe their bills are easy to understand. Younger demographics (18-34) are much more likely to be unaware, which may be why these younger individuals tend to be less likely to believe the system is being overwhelmed.

Aware Time of Day Affects Demand

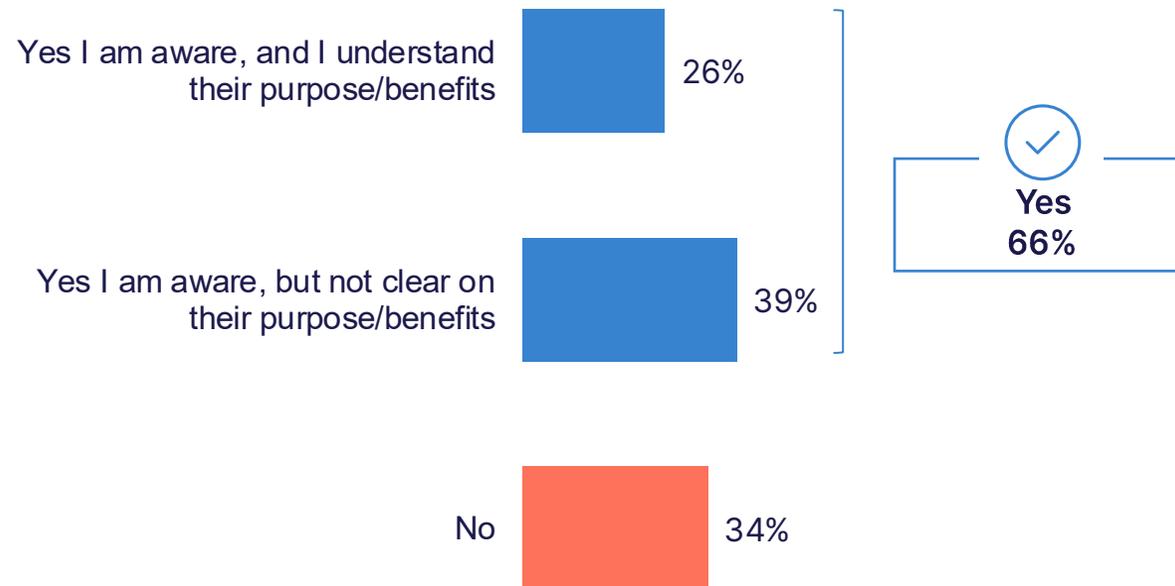


For those who find it difficult to understand their bill, overall awareness drops to 65%.

People are aware of smart meters, but not their purpose.

The majority of Edmontonians have some awareness of advanced electrical meters, although fewer understand their benefit or purpose. However, those aged between 35-54 tend to understand these benefits more often.

Aware of Smart Meters and Their Purpose



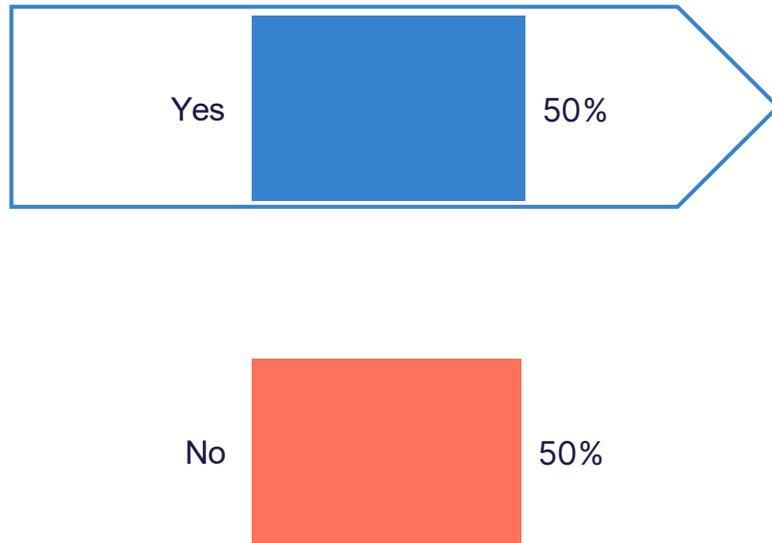
Those who have a higher degree of bill understanding are also much more likely (33%) to understand the benefits of smart meters.

Those who find their bill easy to understand are more likely to have positive perceptions of alternative rate structures.

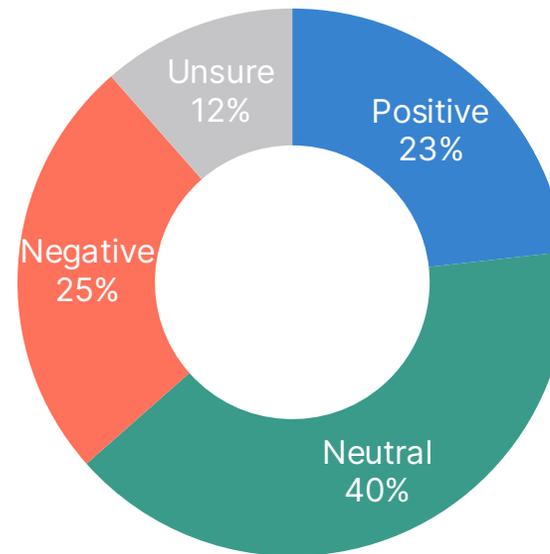
Alternative Rate Structures have the lowest degree of awareness compared to grid management, and smart meters. Those who live in more central locations tend to be less aware than other quadrants of the city, potentially due to the higher volume of renters and attached housing units.

More importantly, of those who are aware of alternative rate structures, those who find their bill 'easy to understand' are far more likely to indicate positive perceptions.

Aware of Alternate Rate Structures
(Cost Varies with Time of Day, Season, Use)



Perceptions of Alternative Rate Structures
(% Response of those 'aware')

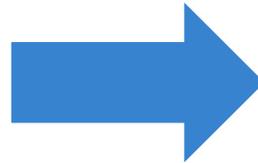
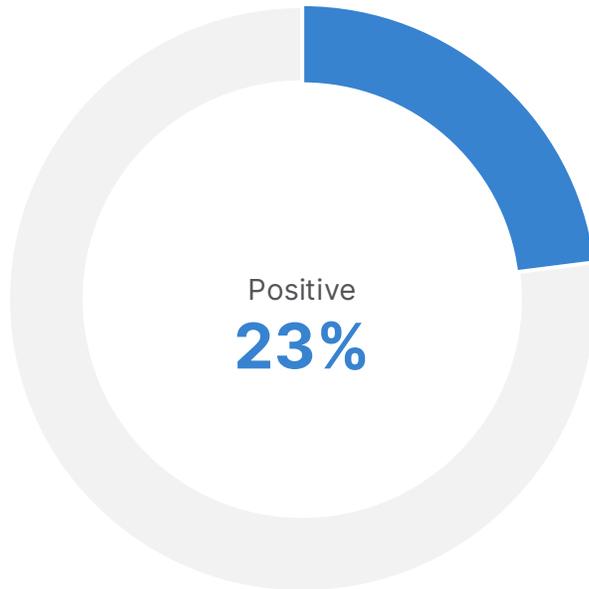


Those who have a greater understanding of their bills are slightly more likely to be aware of Alternative Rates (56%) compared to those who find it more difficult (40%). They are also more likely to have positive perceptions of advanced rate structures (27%) vs. those who find it difficult (16%)

Reasons for positive alternative rate perceptions are about consumer control, conservation, and cost savings.

Approximately one-quarter of Edmonton residents have positive perceptions of alternative rate structures generally. The reason for these positive perceptions vary with consumer control and energy conservation ranking highest, followed by cost savings, and peak demand reduction (grid management).

Positive Perceptions of Alternative Rate Structures



Base: Aware of alternate rate structures (n=323)

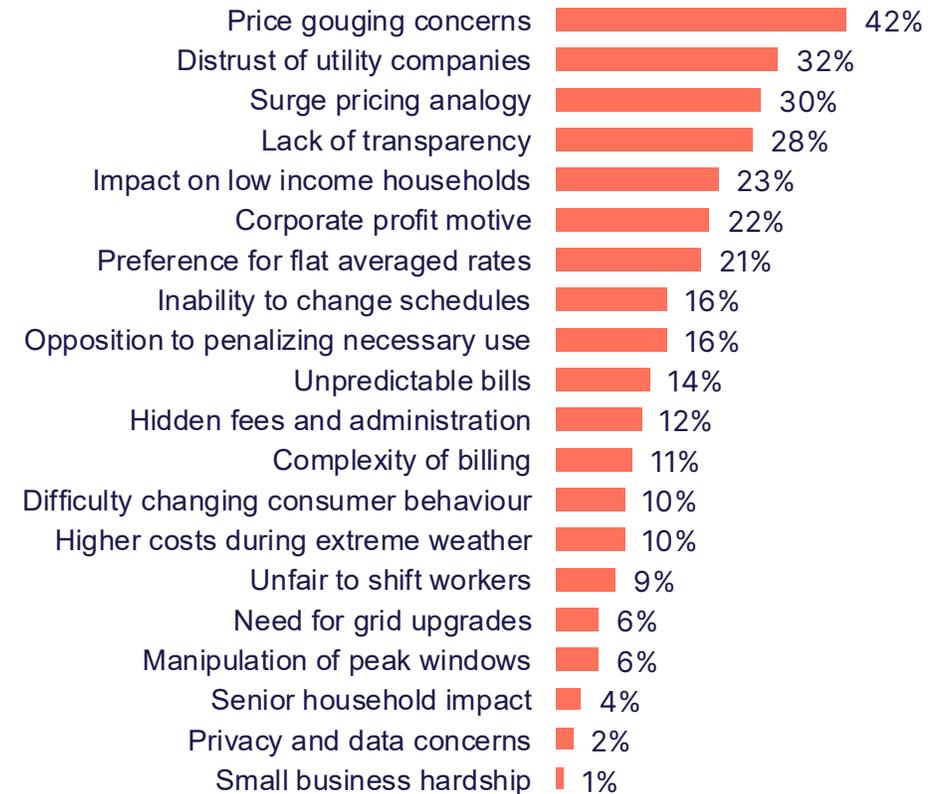
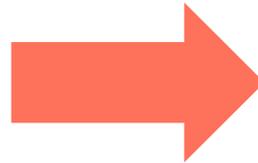
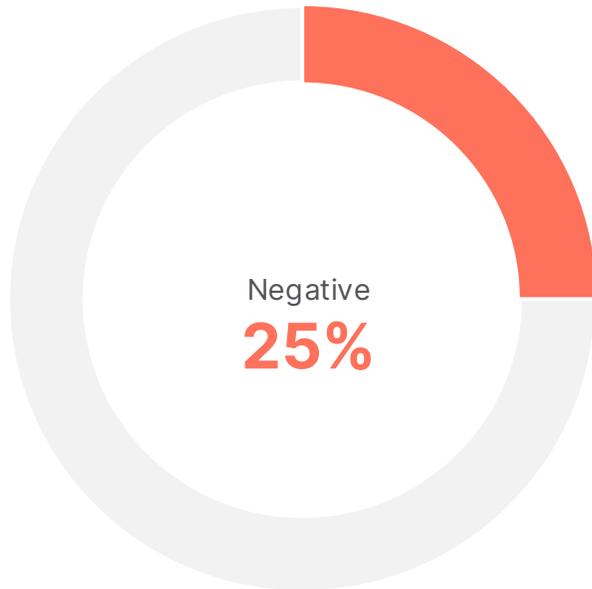
Q15A. What is your overall perception of alternative rate structures that varies by time of day, season, or use?

Q15B. Why is your perception of alternative rate structures that varies by time of day, season, or use positive? (n=75)

Negative perceptions of alternative rate structures are driven by trust issues.

Concerns of alternative rate structures primarily revolve around price gouging and corporate distrust. Edmonton residents question the motives of utilities companies thinking they are the ones who would ultimately benefit.

Positive Perceptions of Alternative Rate Structures



Base: Aware of alternate rate structures (n=323)

Q15A. What is your overall perception of alternative rate structures that varies by time of day, season, or use?

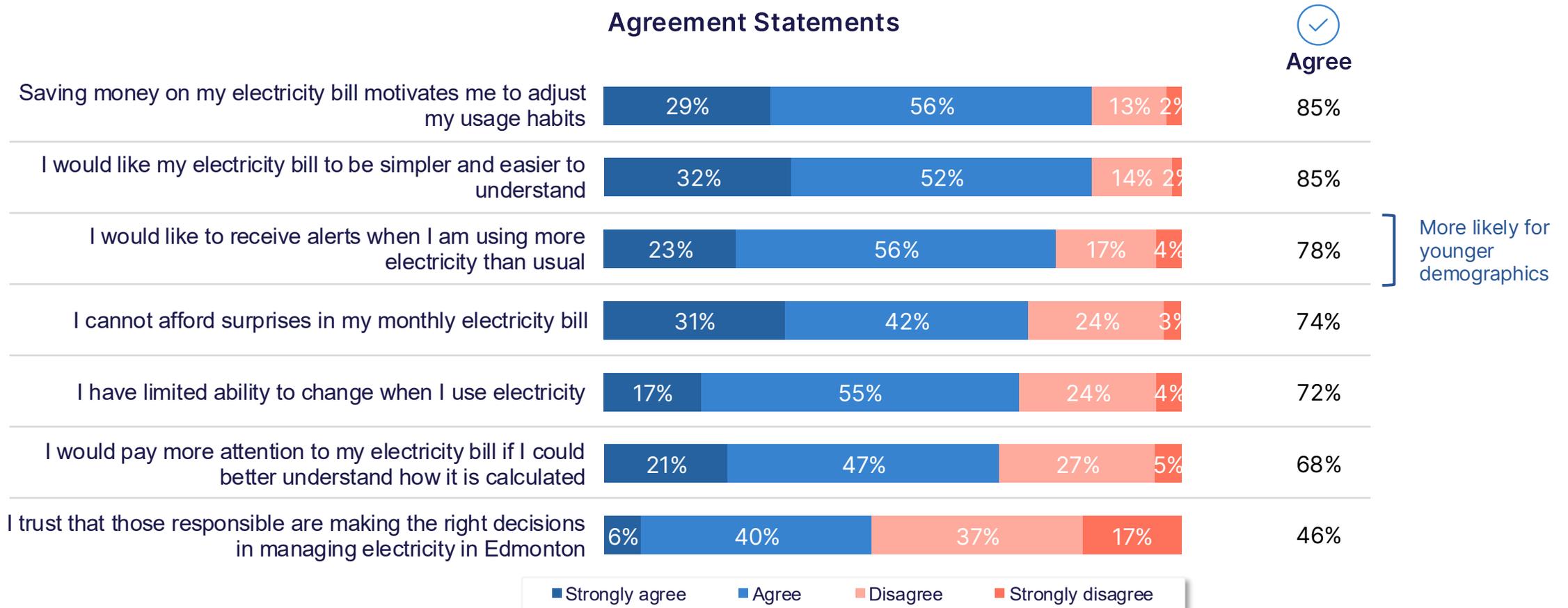
Q15B. Why is your perception of alternative rate structures that varies by time of day, season, or use negative? (n=81)

A man and a woman are sitting at a desk in a modern office, smiling and looking at a laptop. The man is wearing a red shirt and the woman is wearing a green shirt. The office has a white wall with a wooden panel, a model airplane hanging from the ceiling, and a floor lamp. The text "Motivations for considering alternative rate structures." is overlaid on the image.

Motivations for considering alternative rate structures.

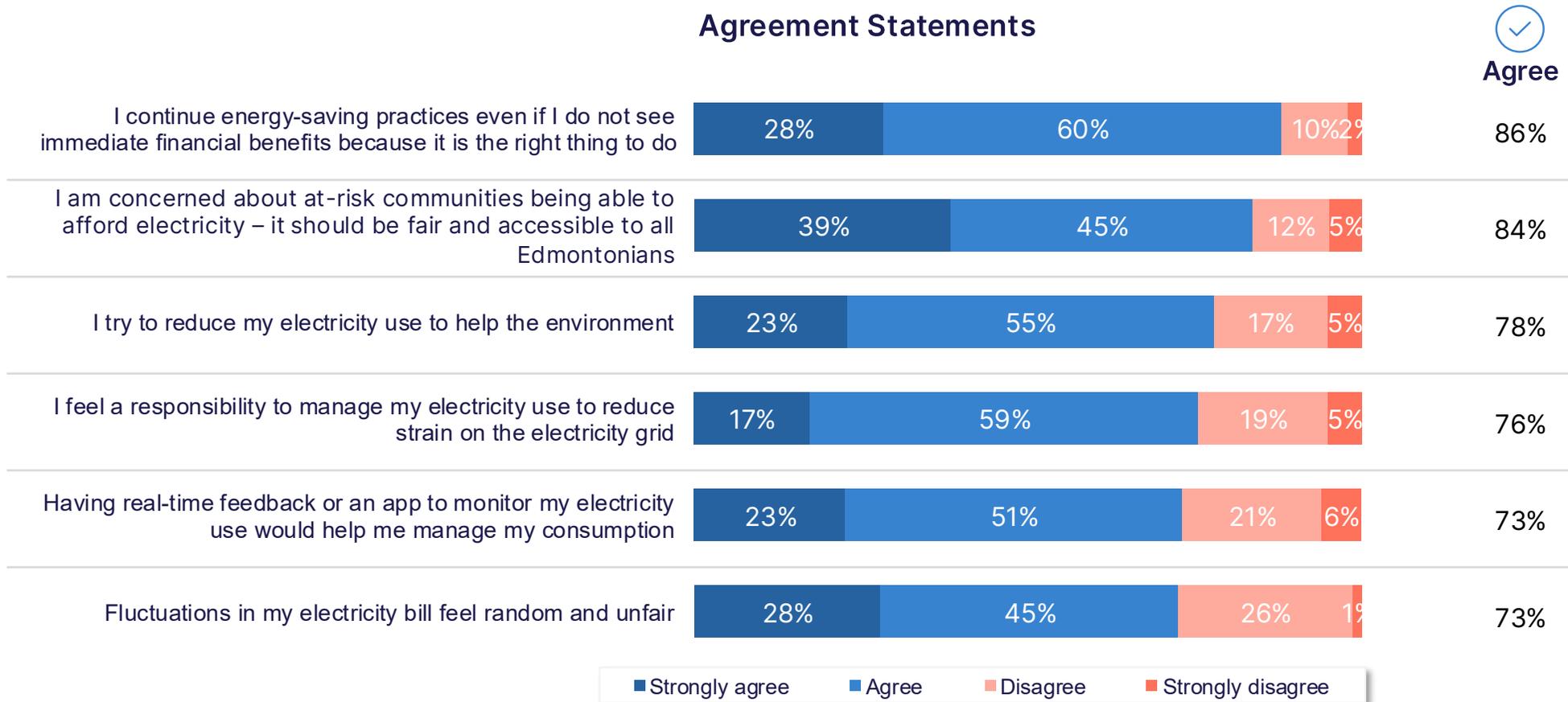
The desire for cost savings and simpler bills is high.

Most Edmontonians agree saving money on electricity bills would be enough to motivate them to change usage habits, that they would like their bills to be easier to understand, and claim that alerts indicating higher usage would be helpful. Few trust that those responsible are making the right decisions in managing electricity in Edmonton.



Moral conviction about responsible energy use is strong.

While Edmonton residents initially claim that saving money is a primary motivator for making adjustment, there is a significant moral consideration for homes as well. Most Edmontonians continue to adopt energy saving practices because “it’s the right thing to do”, or because they are “concerned about at-risk communities”.

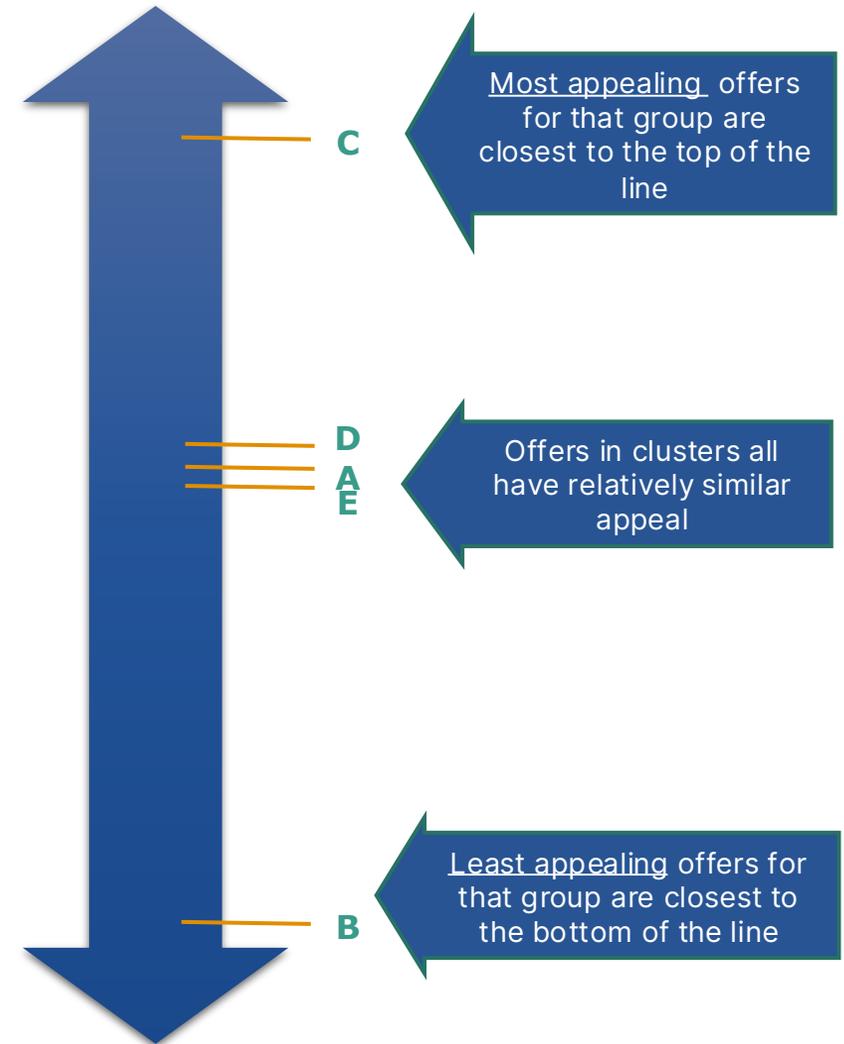


To prioritize elements of what might make an alternative rate structure most appealing, we conducted a MaxDiff analysis to more clearly identify priorities.

MaxDiff analysis uses choice-based comparisons to estimate the relative importance or priority of each item, producing a clear magnitude of preferences.

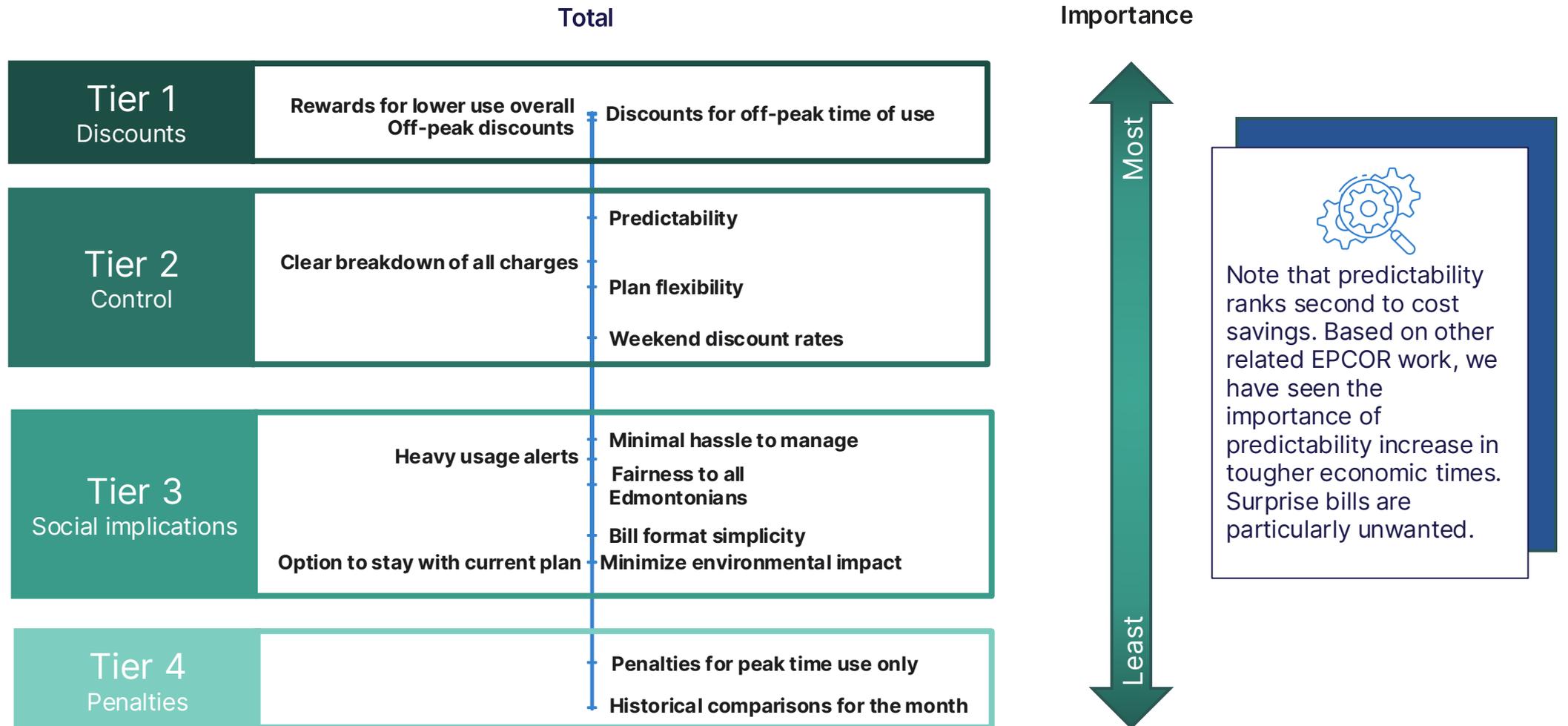
Understanding MaxDiff Results (Also called Isotherms)

- Offers near the top of the vertical line have the most appeal while offers closer to the bottom indicate a lesser appeal
- The distance between the offers reveals the magnitude of difference (of appeal) between each offer
- Offers clustering together have similar appeal to each other



Edmontonians priorities for an alternative rate structure

There are four main tiers of importance when it comes to considerations for advanced rates: the first centered around discounts, the second is around control (i.e. predictability, clear breakdown, flexibility, weekend rates), with social implications falling into the third tier. Least appealing are systems where there are penalties. While historical comparisons rank low, many are reviewing comparisons now.



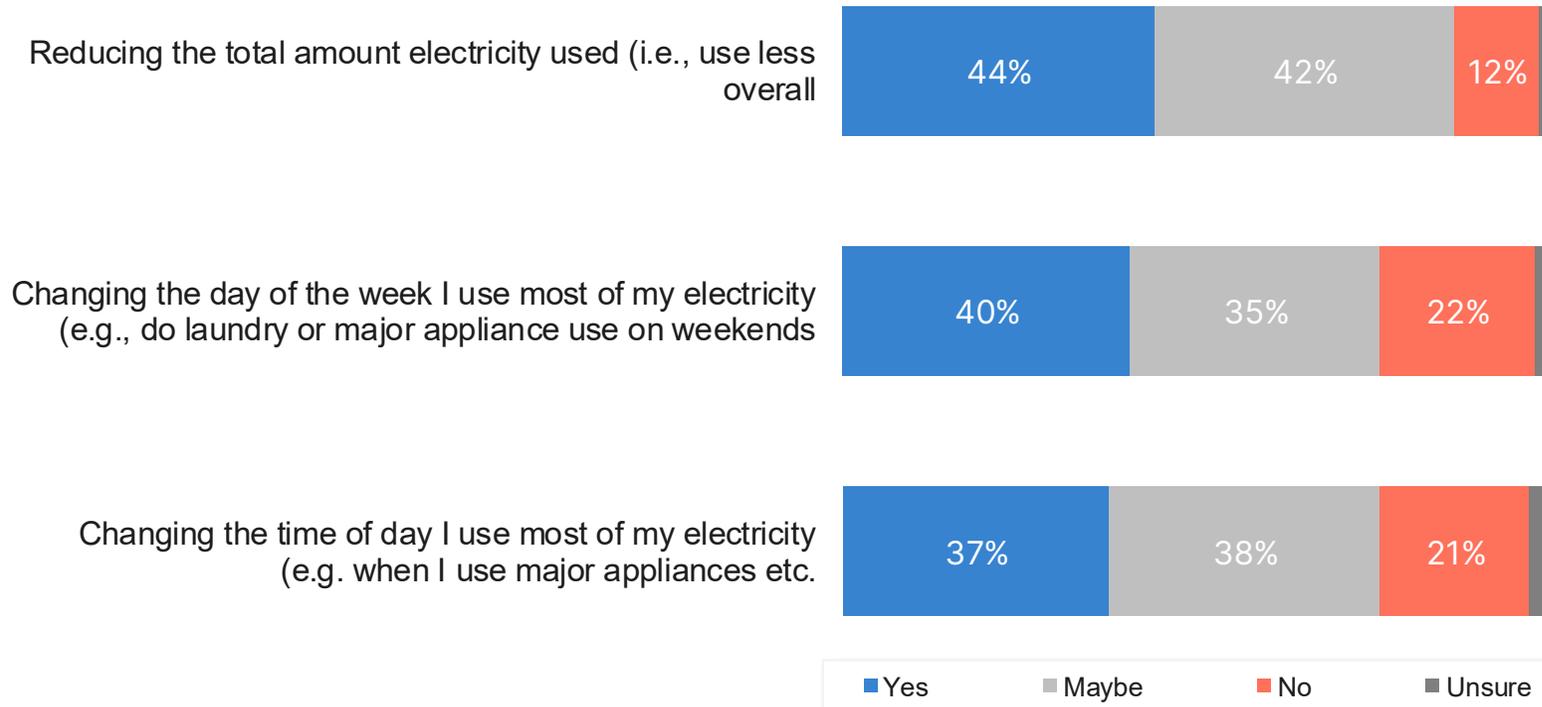
A hand is shown holding a single white puzzle piece. The background is a blurred view of a window looking out onto a cityscape with buildings and trees. The lighting is bright and natural, suggesting daytime. The puzzle piece is the central focus, symbolizing a missing part or a question.

**What time of use behaviours
would be considered?**

Most Edmontonians would at least consider modifying behaviour to impact electricity use.

While reducing the total amount of electricity used in the home overall is the most agreeable to Edmontonians, changing their usage per day or time are still within their consideration to change (day of the week slightly more acceptable). This is also relatively balanced among all Edmonton residents with little demographic variation.

Household Electricity Considerations



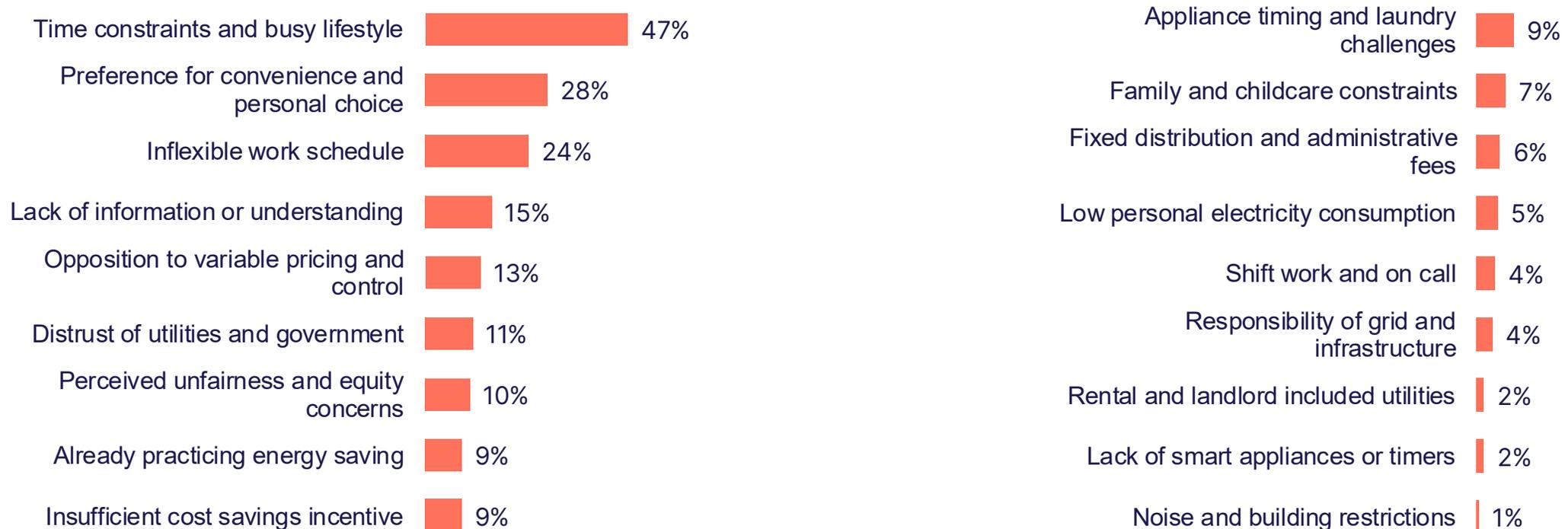
Base: All respondents (n=641)

Q17. Which of the following would you consider for your household electricity use? Would you consider...?

Common reasons *for not* adjusting electricity usage

Edmonton residents again cite time constraints, convenience, and work schedules as the most common reasons why they may be unwilling, or unable, to adopt a specific usage schedule. These reasons are also common among all Edmontonians with little variation based on demographics.

Reasons for Not Adjusting Electricity Use on Specific Days



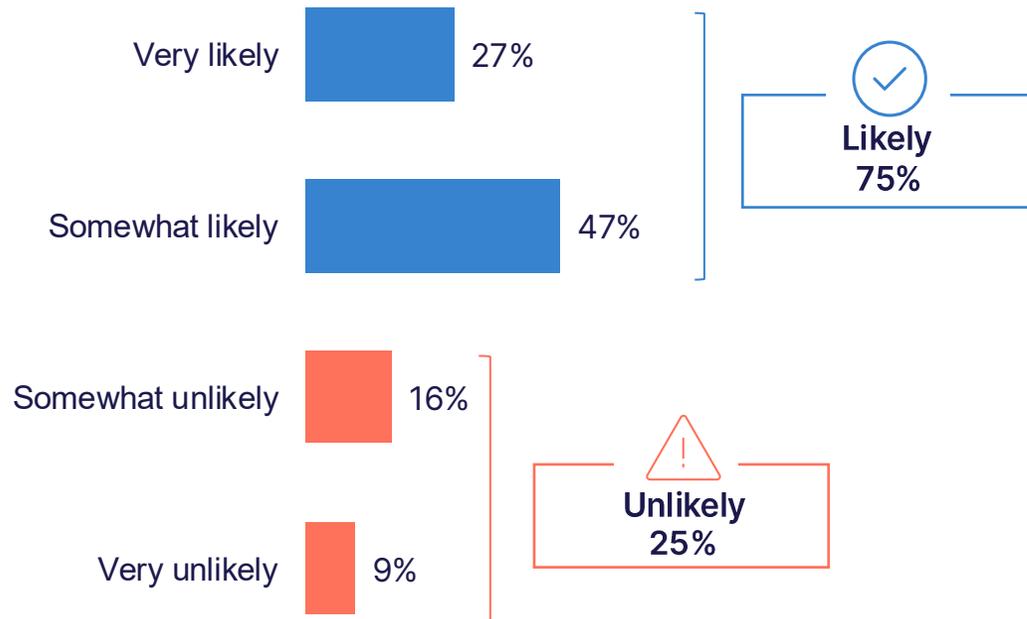
Base: All respondents (n=641)

Q18A. What is the main reason you would not adjust when you use electricity (specific times of day or days of the week) in order to access a lower electricity rate and/or to reduce the demand on the electricity grid?

Shifting electricity use by day of the week is most acceptable.

Three-quarters of Edmonton residents are at least somewhat likely to adjust their electricity usage if there is a possibility of lower rates and or to reduce demand.

Likelihood to Adjust Electricity Use on Specific Days



Women more than men are willing to make these adjustments in order to access a lower rate or to reduce overall demand.

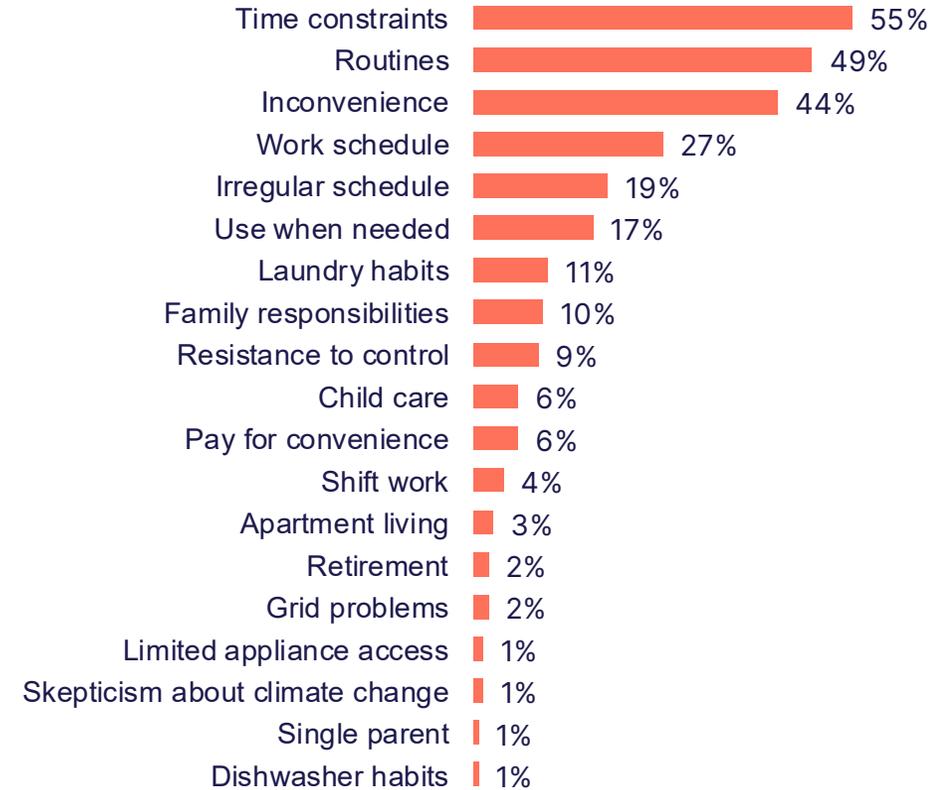
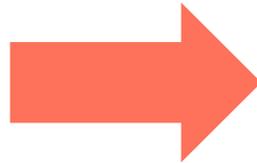
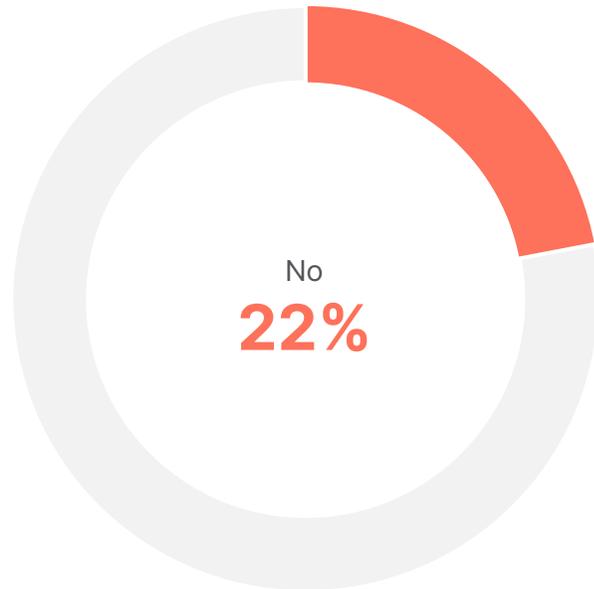
Base: All respondents (n=641)

18. How likely are you to adjust when you use electricity (specific times of day or days of the week) in order to access a lower electricity rate and/or to reduce the demand on the electricity grid?

Barriers to changing electricity use by Day of Week

Of those who would not consider changing electricity usage on a specific day of the week, roughly half claim that this is due to time constraints, routines, and again, the loss of convenience.

Would Not Consider Changing the Day of the Week for Most Electricity Use



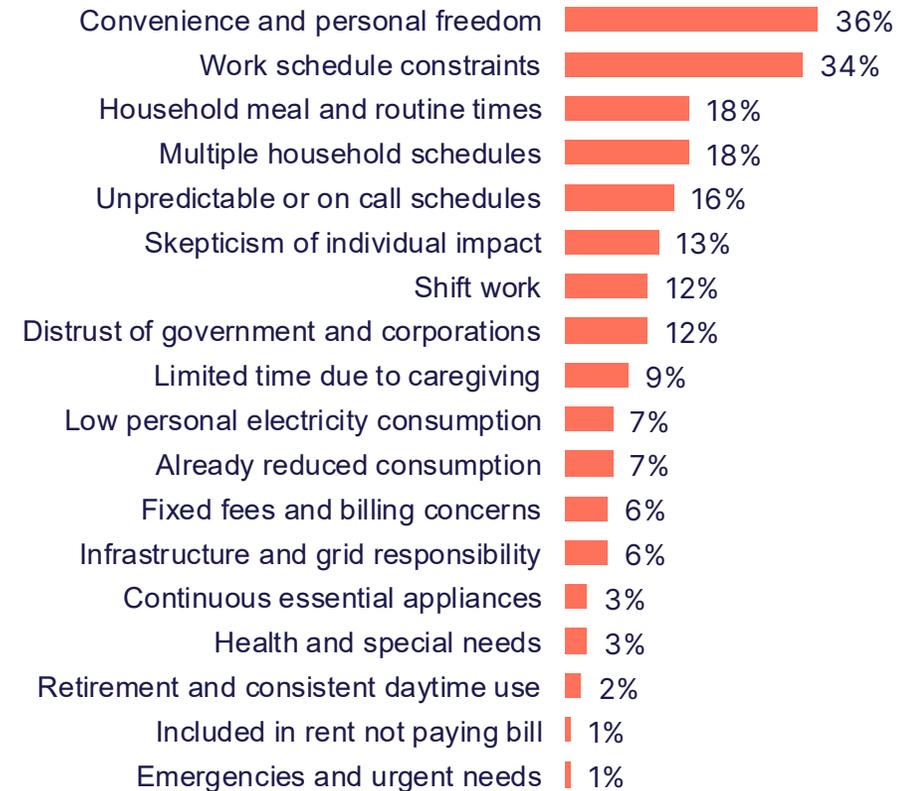
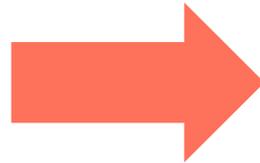
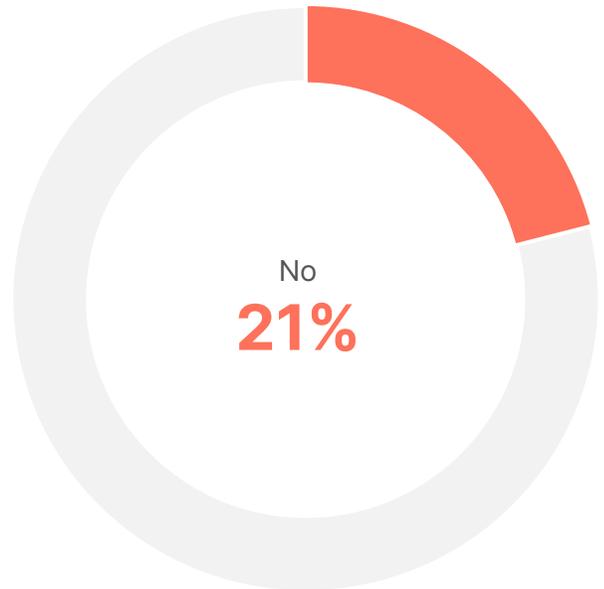
Base: Would not consider changing time of day (n=139)

Q17B_What is the main reason you would not consider changing the day of the week you use most of your electricity?

Barriers to changing electricity use by Time of Day

Of those who would not consider changing their time-of-day electricity usage, over one-third claim that this is due to the loss of convenience and personal freedom, as well as constraints from their work schedule.

Would Not Consider Changing the Time of Day for Most Electricity Use



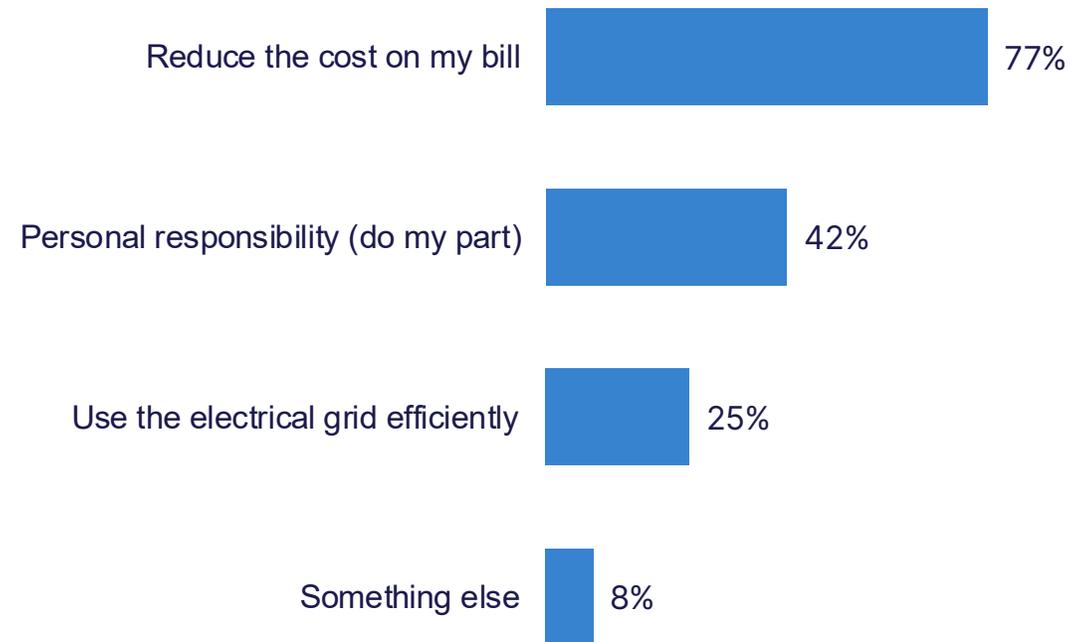
Base: Would not consider changing time of day (n=135)

Q17A. What is the main reason you would not consider changing the time of day you use most of your electricity? Please list up to three concerns

Common reasons for adjusting electricity usage

Reasons for Edmonton residents to make usage adjustments on specific days primarily revolve around reducing the overall cost of their bill. A quarter of Edmontonian's record efficient use of the electrical grid as a main reason to adjust their consumption habits.

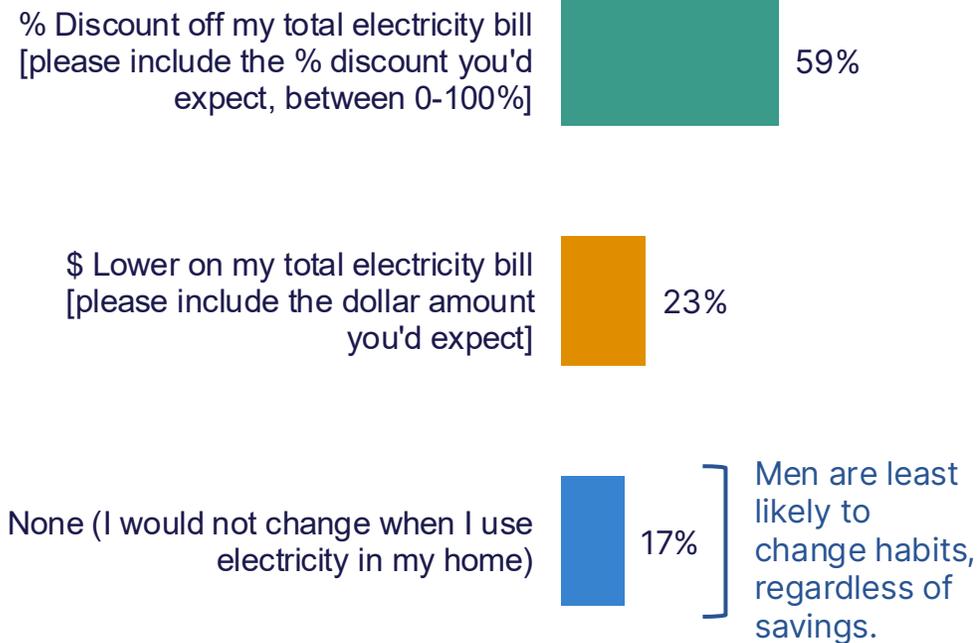
Reasons for Adjusting Electricity Use on Specific Days



Savings threshold to manage electricity consumption

Edmontians prefer a percentage discount (averaging 30%) off their bill to encourage greater management of their electricity usage. Only one quarter claim that a dollar amount (averaging \$52) would encourage them in the same way. **Of those more willing to adopt this structure, two-thirds would prefer a percent reduction, averaging 24% off.**

Level of Cost Savings that Would Encourage Power Management

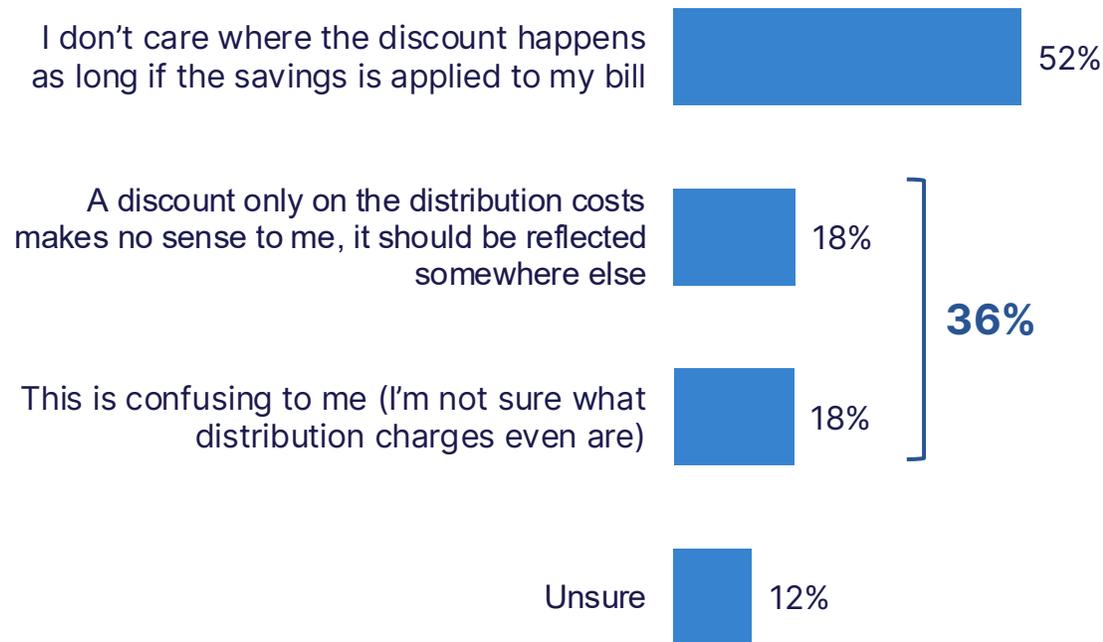


Base: All respondents (n=641)
Q20. What level of cost savings would encourage you to manage when you use electricity in your home? (n=141)

The majority of Edmontonians are not concerned where a discount occurs, as long as it's provided.

Half of Edmontonians do not care *where* on their bill the discount occurs, if the savings are applied to the bill. However, slightly over one-third of residents find this either confusing or believe the savings should be reflected somewhere else.

Feelings About Discount Changing with Use

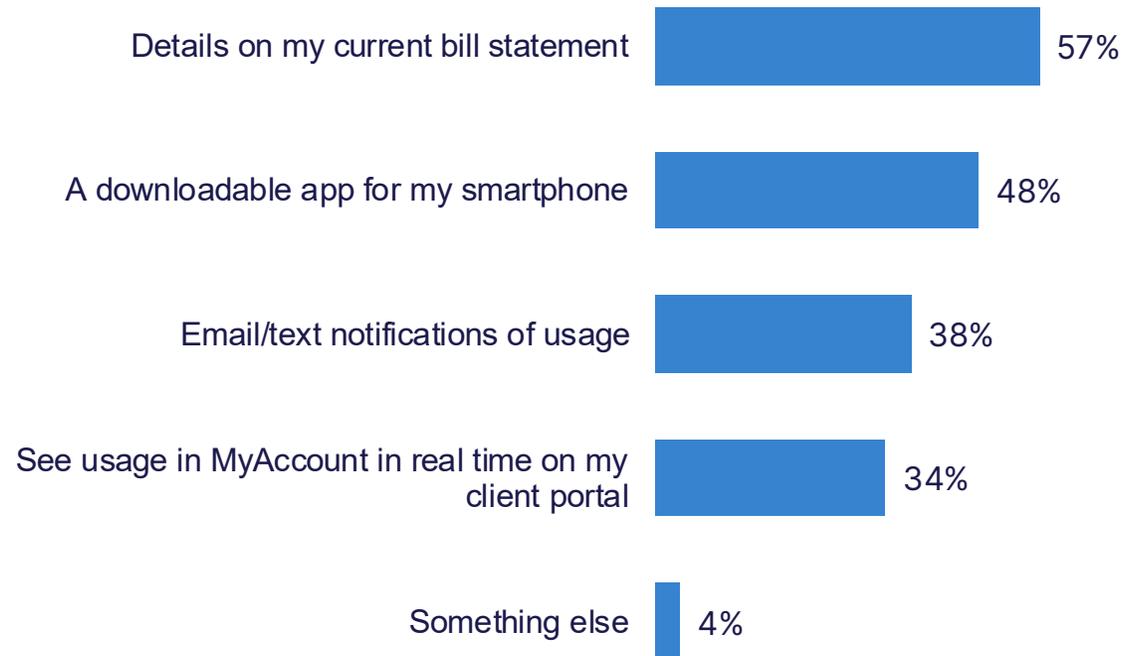


Those who find their bill difficult to understand are much more likely to be confused about the distribution charge.

Most preferred methods to monitor electricity usage

A majority of Edmonton residents would monitor their usage through their current bill statement and/or through a downloadable app. Older demographics tend to prefer the bill statements, while a downloadable app is the most preferred method for youngest demographic (18-34).

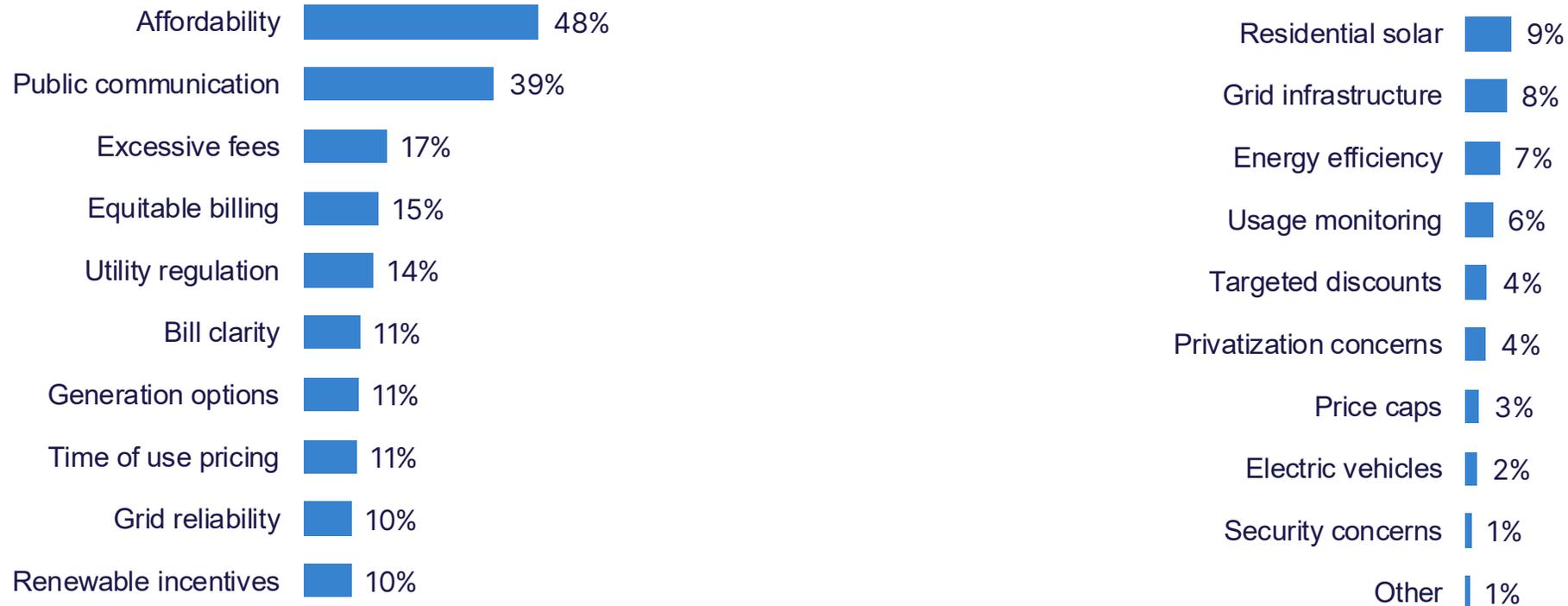
Would Use to Monitor Electricity Usage



Thoughts on improving Edmonton's electrical system

While affordability is the most suggested improvement, engaging public communication is also considered highly for improvement. While *bill clarity* is ranked 6th overall, this is suggested much more frequently by those who believe their bill is difficult to understand.

Other Changes or Improvements Suggested



Base: Answered Question (n=290)

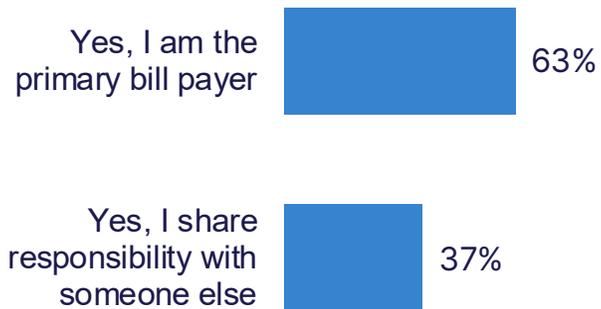
Q23. Are there any other changes or improvements to Edmonton's electricity system that would make a meaningful difference for you, your household, or your community?



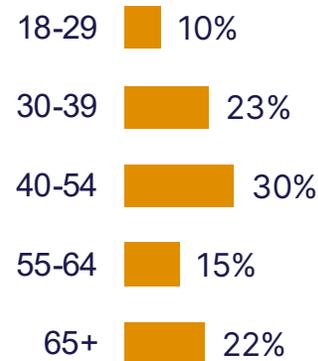
Respondent Profile

Respondent Profile

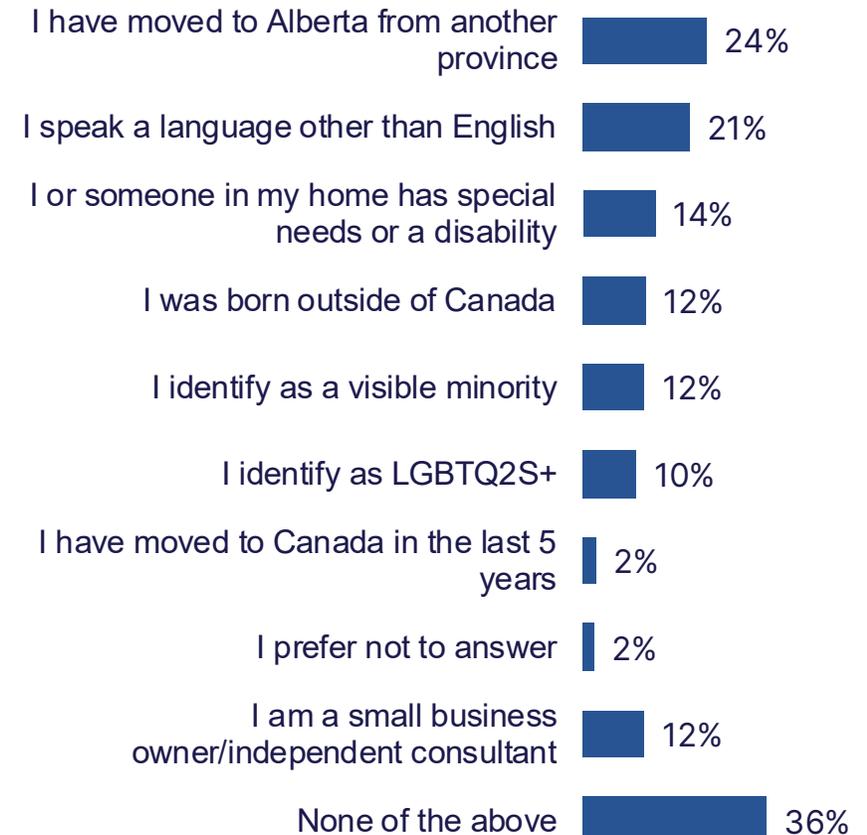
Role in Paying Electricity Bill



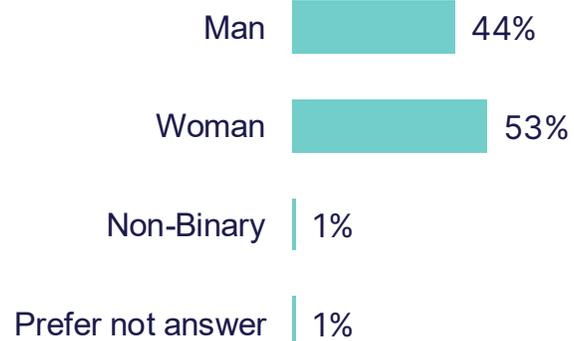
Age



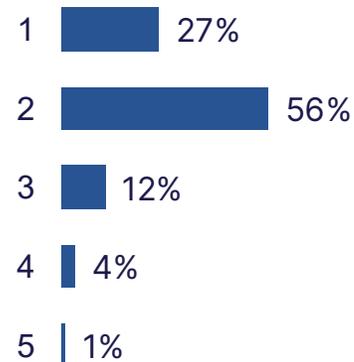
Personal Identity



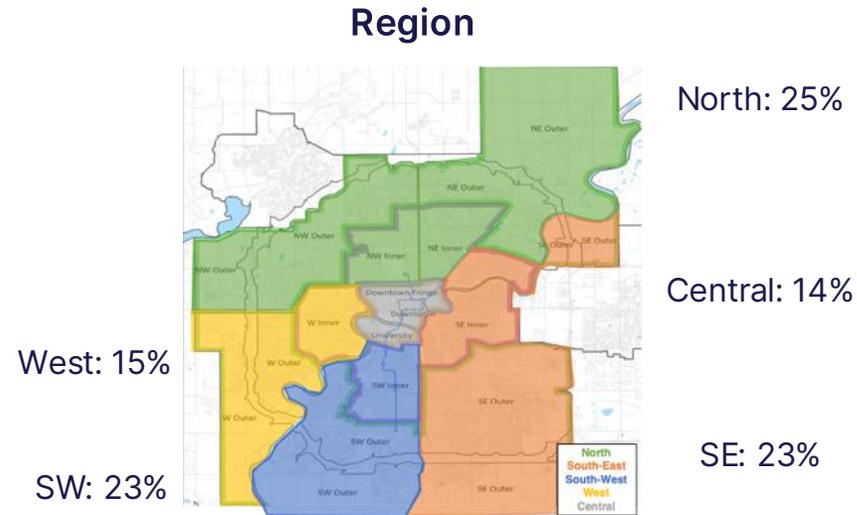
Gender



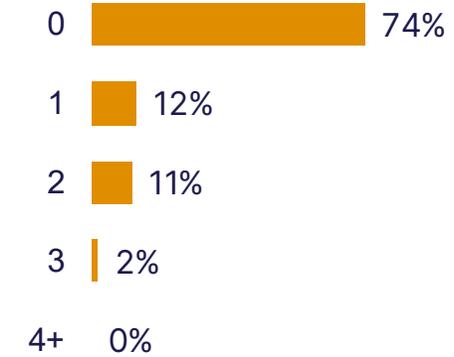
Number of People in Household



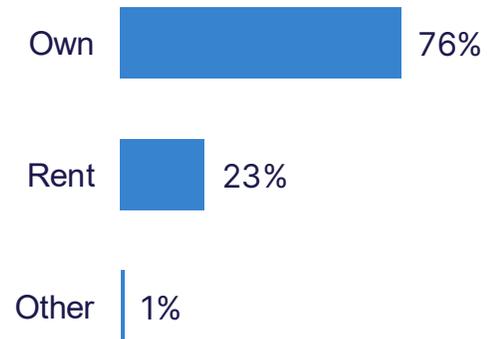
Respondent Profile



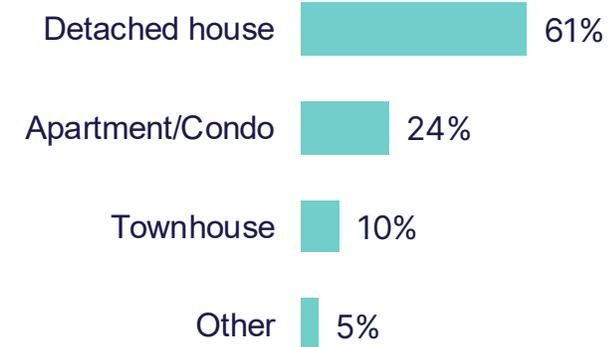
Kids Under 18 in Home



Own/Rent



Type of Home



Understanding People

It's what we do.

Stone —
Olafson

