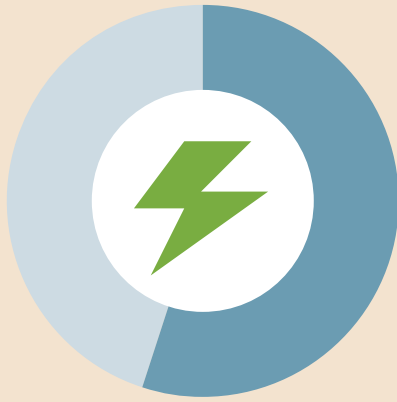


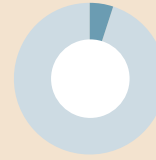
Educating Canadian Customers About the Benefits of HEM



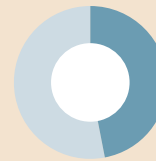
Just over half of Canadian customers say they're somewhat or very familiar with home energy management (HEM) products and technologies.



of those...



Very few have purchased an HEM system



Nearly half are considering the purchase of an HEM system



This is your opportunity to educate those customers who are interested in HEM on the potential benefits of the smart home, including the ability to monitor and reduce their energy consumption.

Our research shows that customers considering the purchase of an HEM technology are more likely to:



Be younger (18 to 34 years old)



Have a higher income (C\$65,000 or more per year)



Be highly educated (4 years or more of university)



Be homeowners



Live in single-family homes



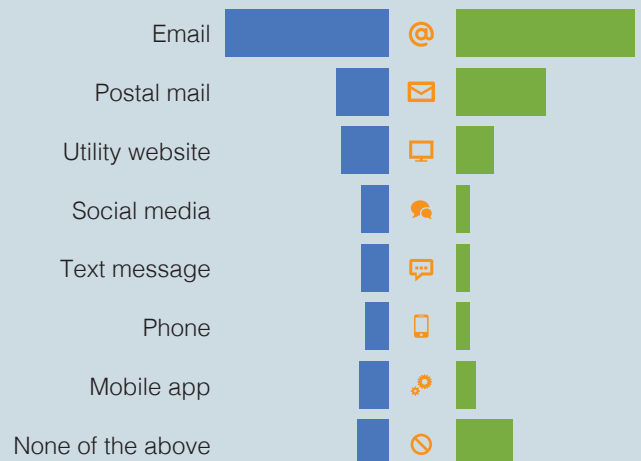
Live in newer homes (built in 2000 or later)



Be motivated by quality, tech, or the environment

Email is the preferred communication channel for learning about new products and services, but those interested in purchasing an HEM technology are more likely than their counterparts to engage with a variety of channels, including the utility website and social media.

■ Considering an HEM purchase ■ Not considering an HEM purchase



Data are drawn from the E Source Canadian Residential Customer Insights Survey 2017, an online survey of 1,980 Canadian residential customers designed to learn about their energy-related patterns, behaviors, needs, and expectations.