

Citizen Perceptions of Smart Meters:

Comparing Survey Results Across Canadian Regions

- ❑ Preliminary results: please do not quote or cite

A nighttime photograph of a city skyline, likely Vancouver, with numerous illuminated buildings and structures. The lights are reflected in a body of water in the foreground, creating a shimmering effect. The sky is dark, and the overall scene is vibrant with city lights.

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Outline

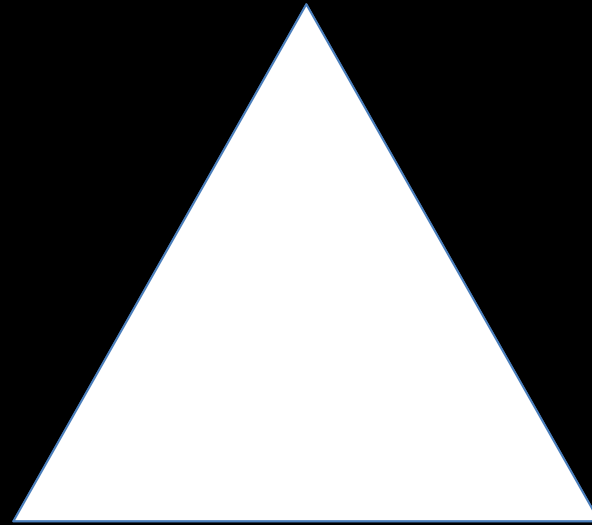
1. My research
2. Survey design
3. Survey findings
4. Discussion



Research Objective

- Explore the socio-political influences on smart grid deployment in British Columbia
- Inform key stakeholders how to effectively deploy environmentally beneficial smart grid initiatives

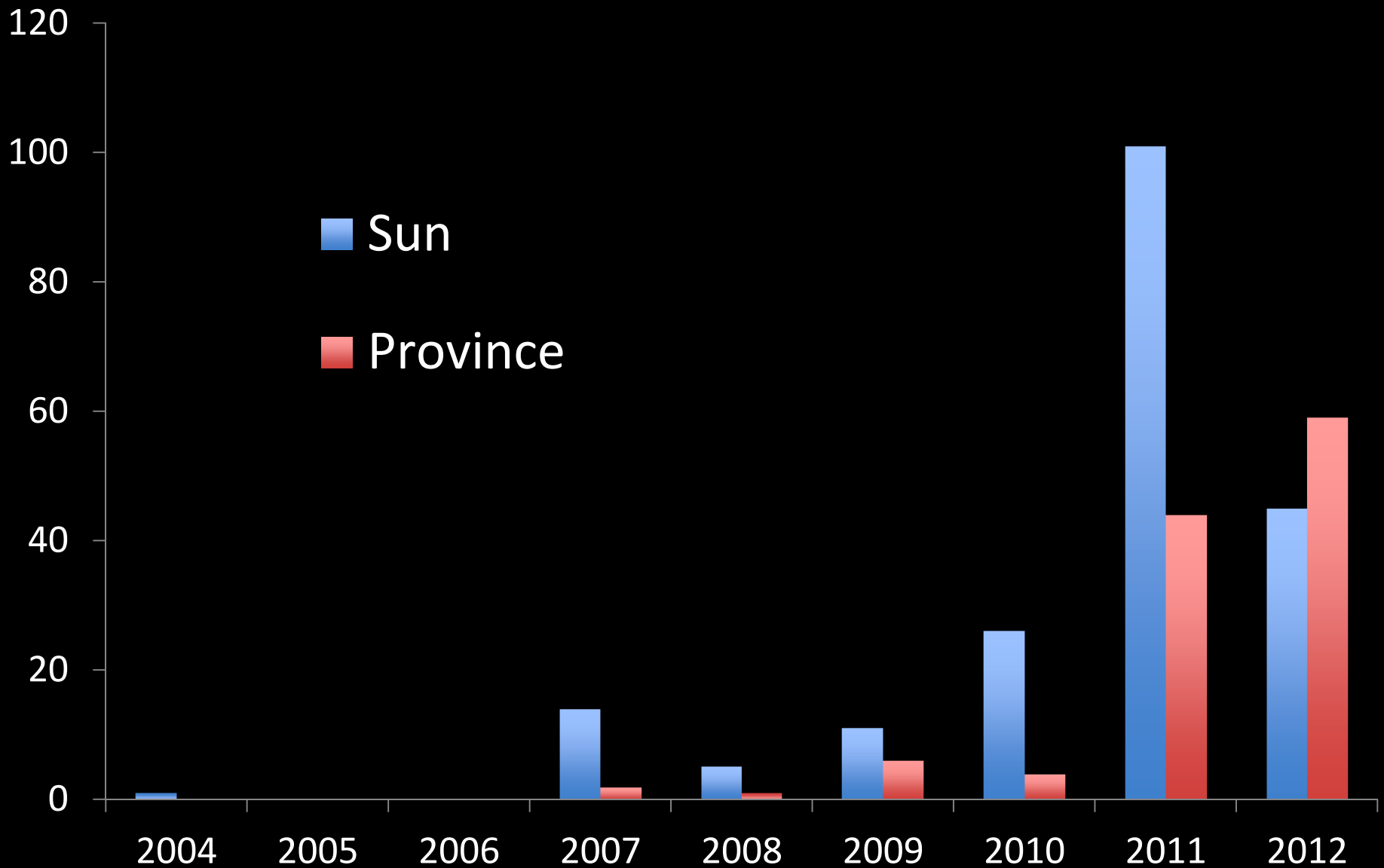
Media Analysis



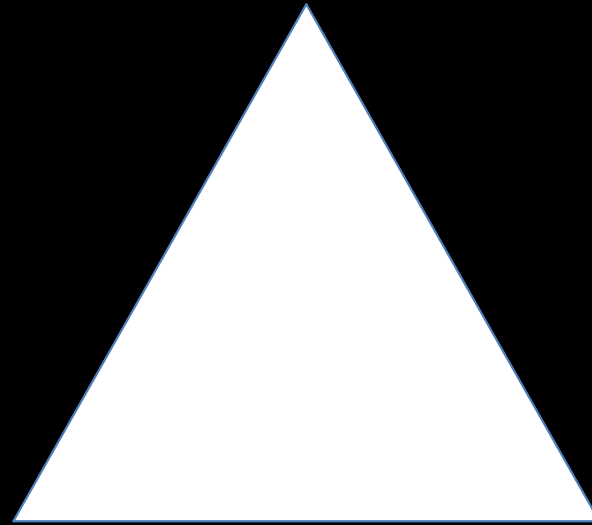
Stakeholder
Interviews

Consumer
Survey

Smart grid growth in news media



Media Analysis



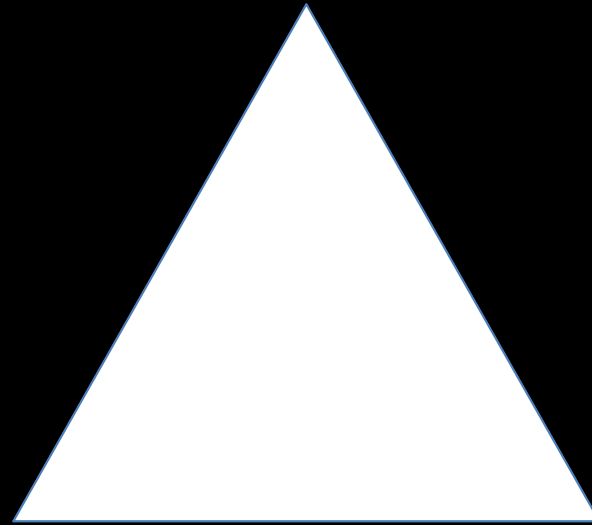
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Stakeholder Interviews

- Explore how stakeholders perceive smart grid opportunities and obstacles
- Possible interviewees include:
 - BC hydro (utility)
 - Utilities Commission
 - Smart meter industry
 - Smart grid research institutes
 - Consumer groups (stopsmartmeters)

Media Analysis



Stakeholder
Interviews

Consumer
Survey

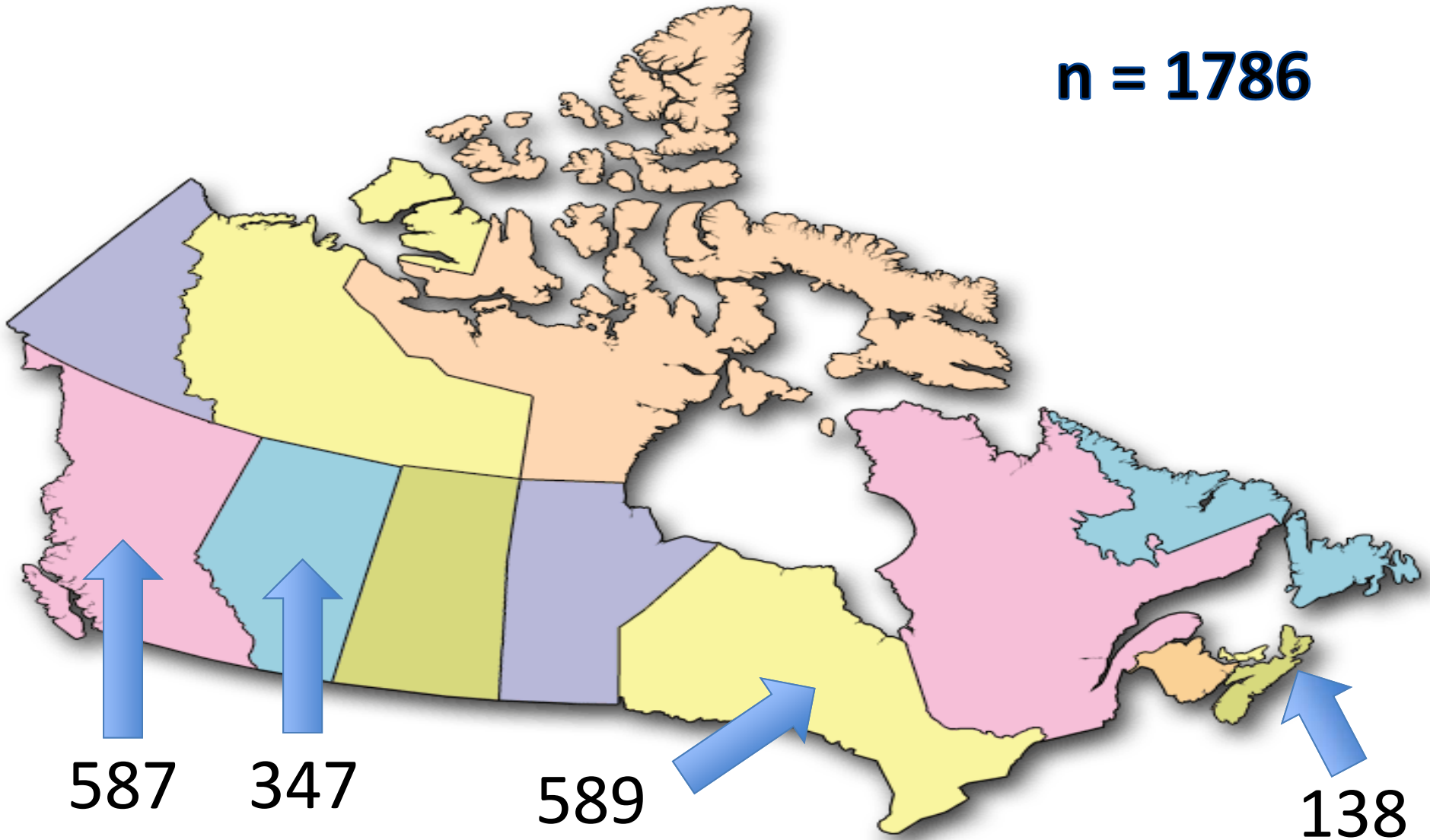
Brief BC Context

- Clean Energy Act of 2010
 - 1.8 million smart meters installed
- However, smart meters are only one possible smart grid initiative

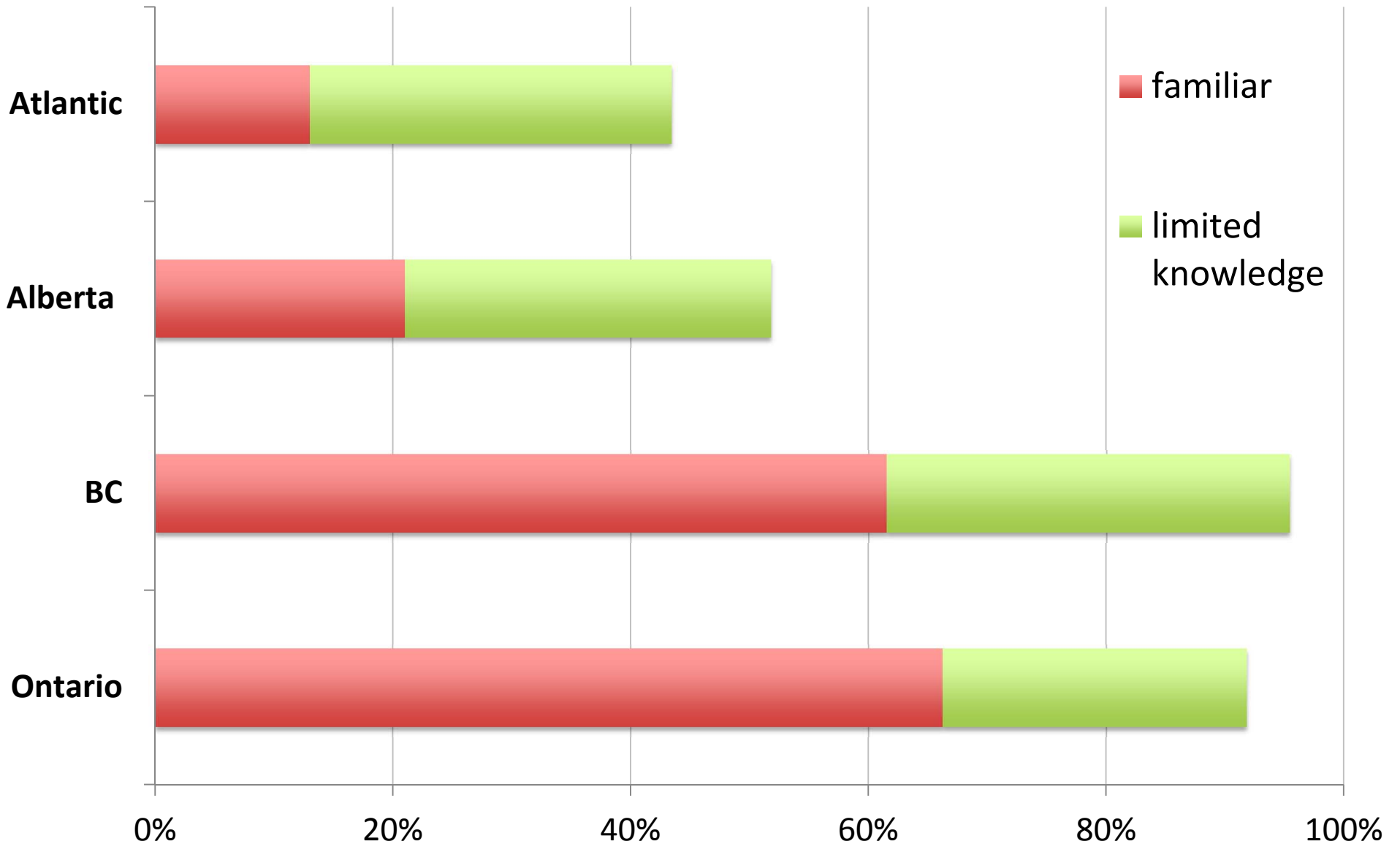
BC's Energy Minister:
"I've said it clearly: We're not going
to time of use"

Smart Meter Survey

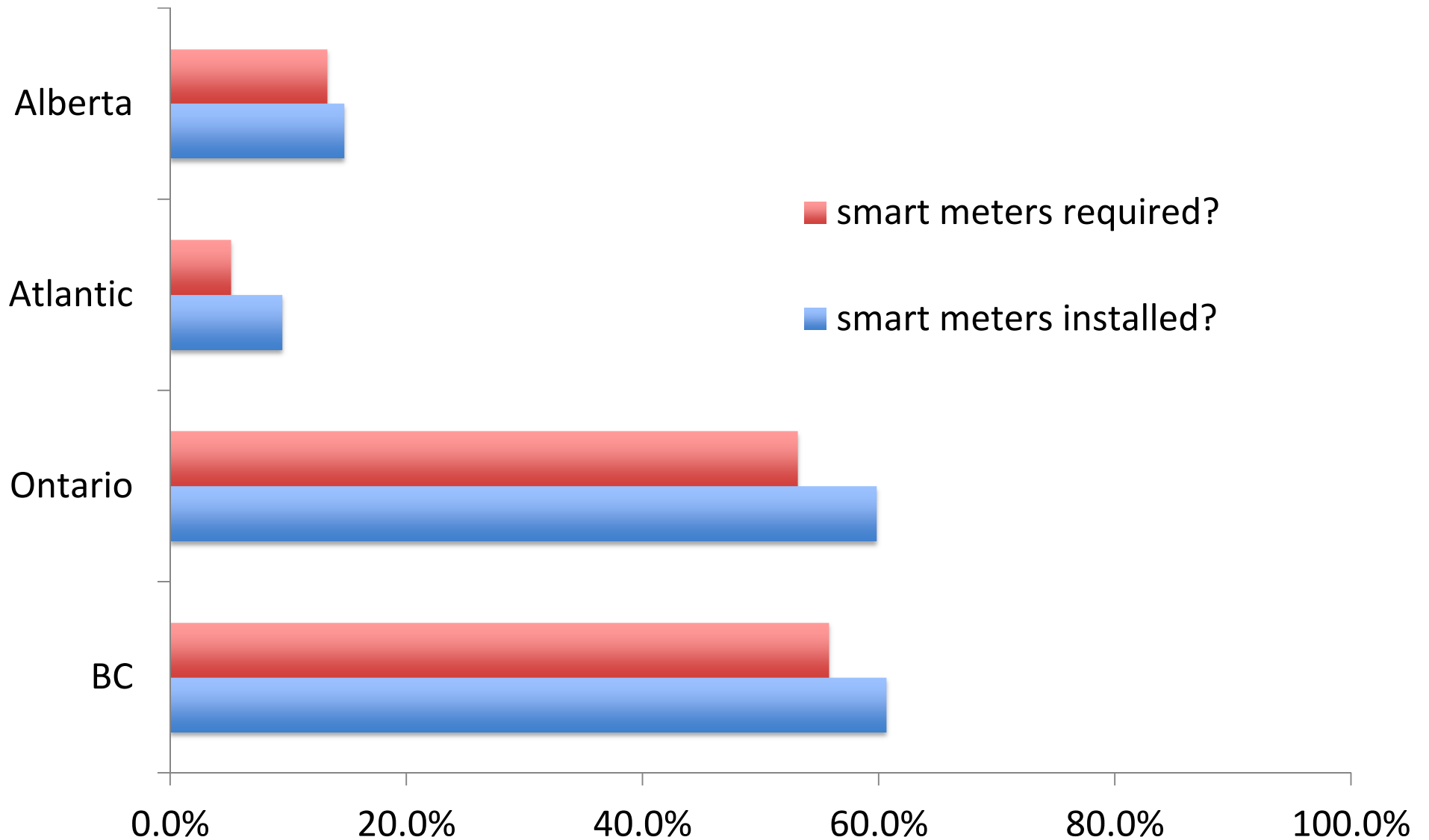
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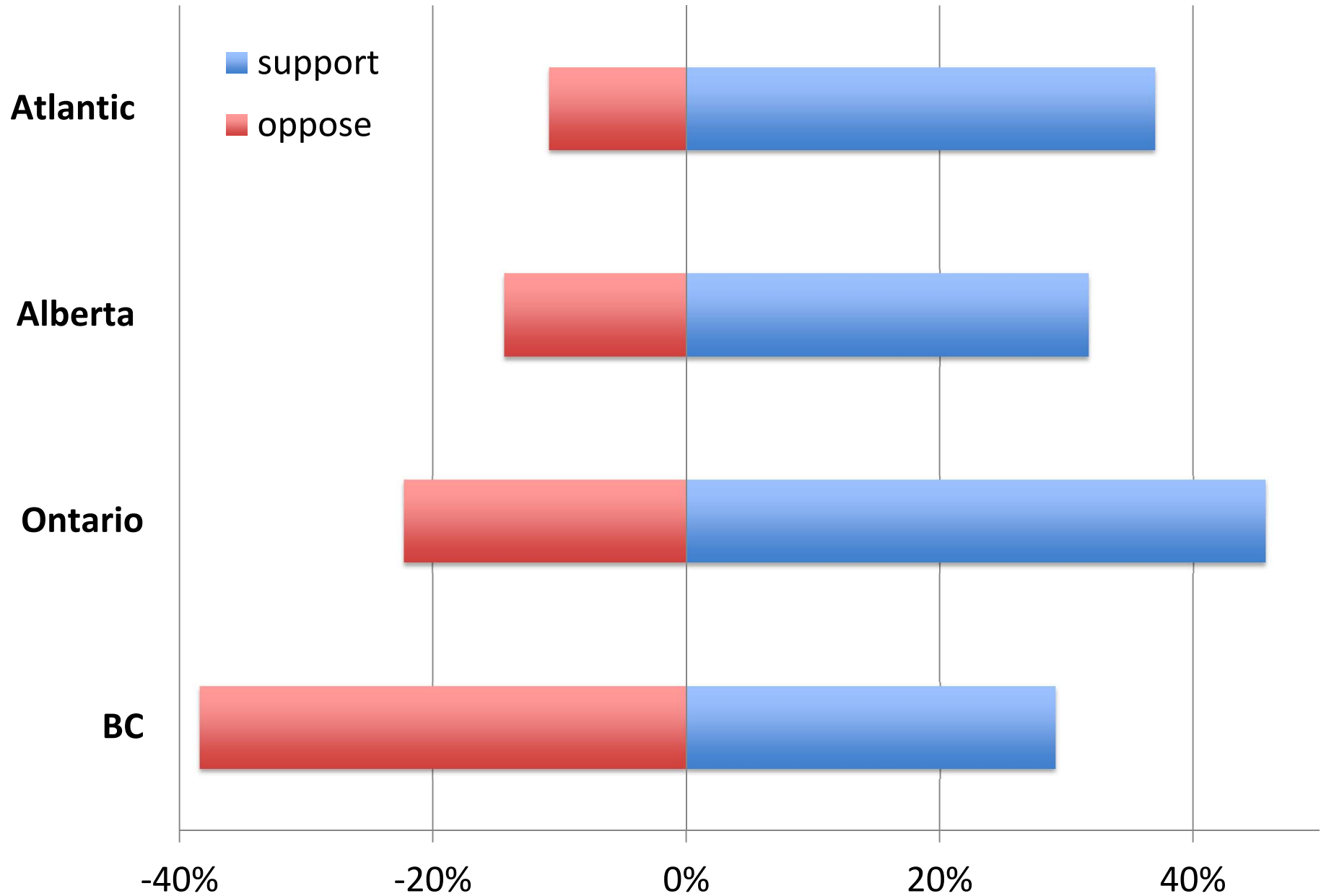
Awareness of smart meters varies regionally



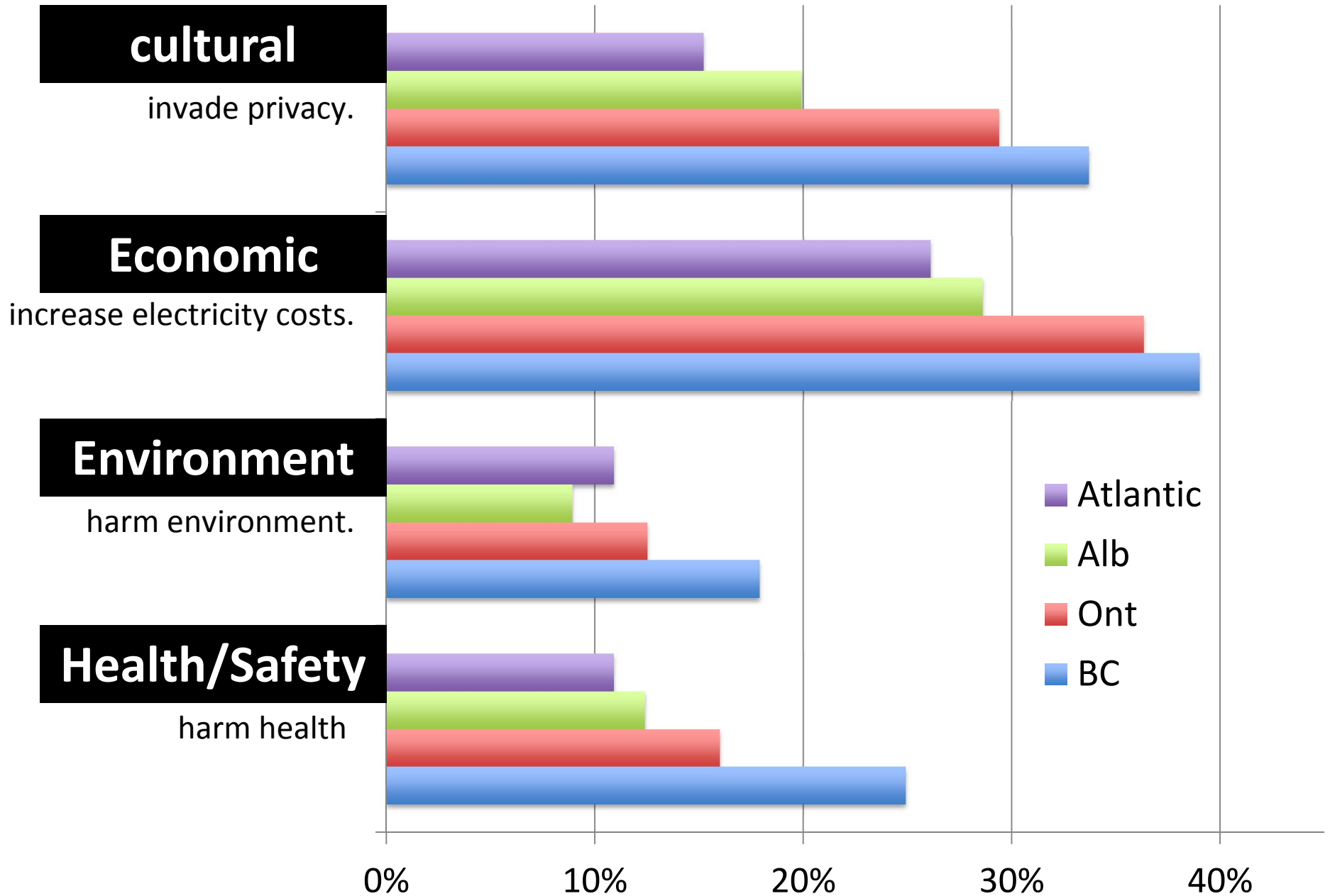
Many citizens are unaware of smart meter installation or requirement in their homes



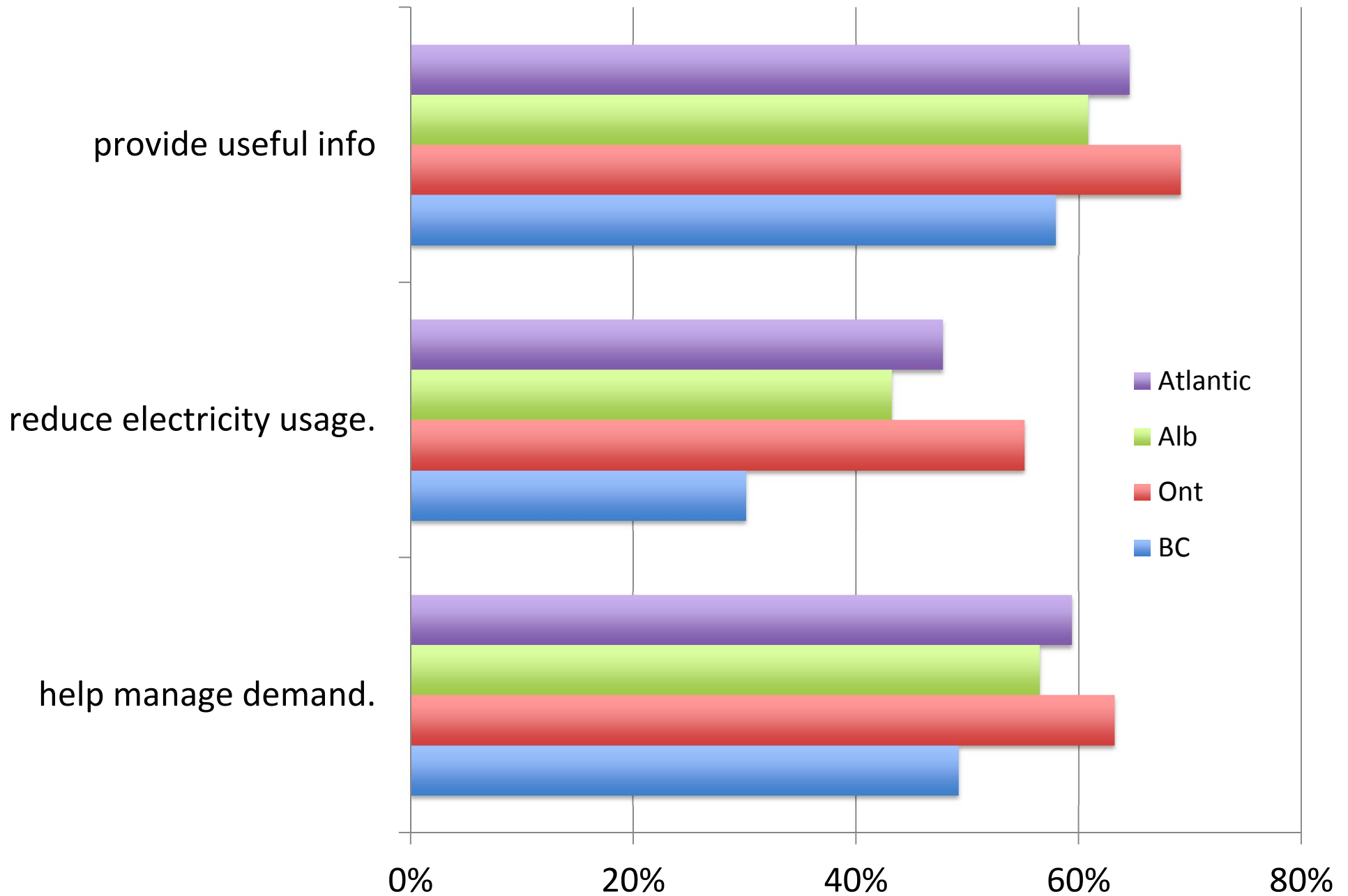
Opposition and support varies regionally



Regional Comparison – “smart meters will...”



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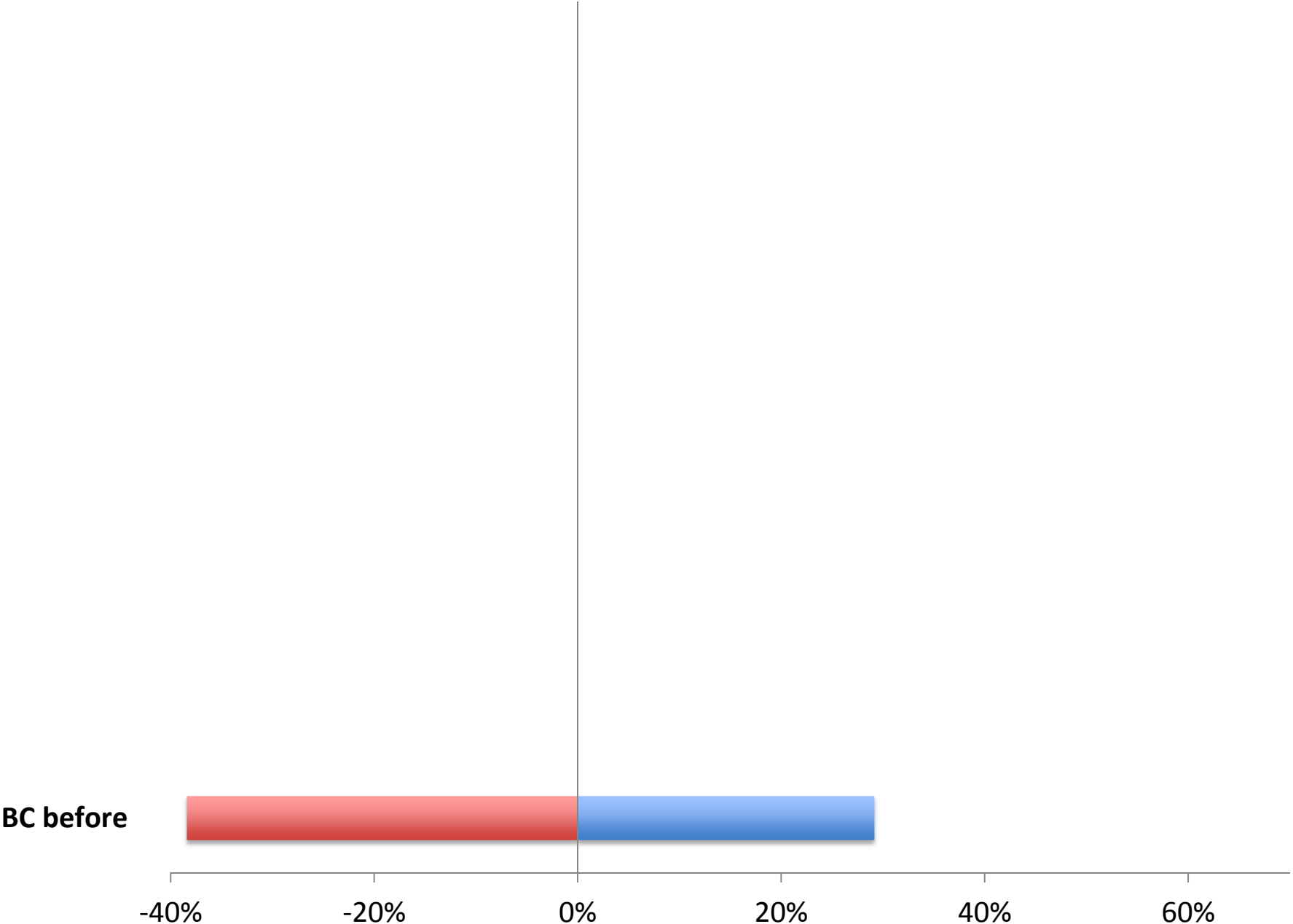


Smart meter reframing

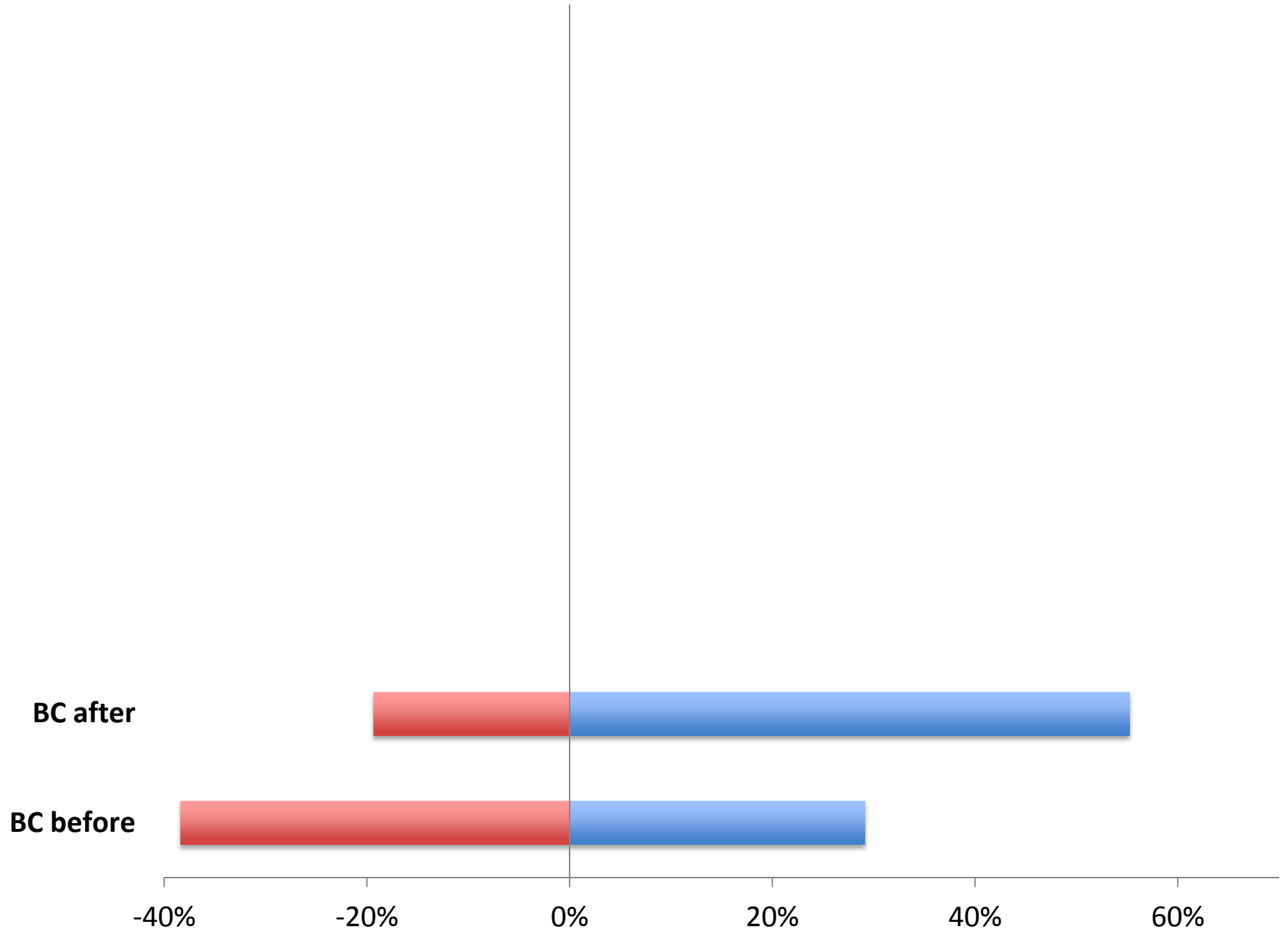
- In our last question we asked:
- If smart meters were designed to reduce environmental impact of electricity without increasing the cost of electricity, would you support?



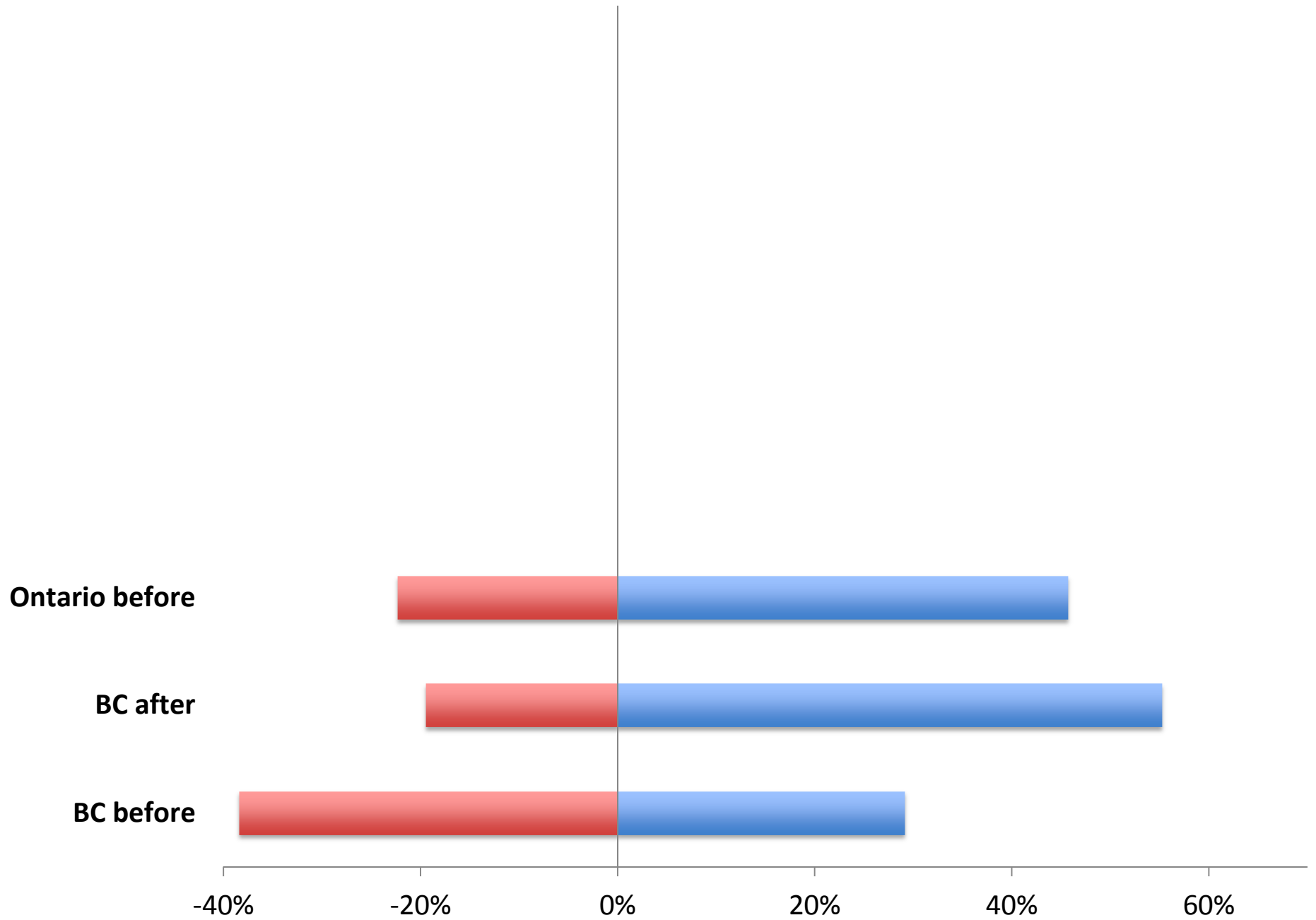
Smart meter support impacted by reframing



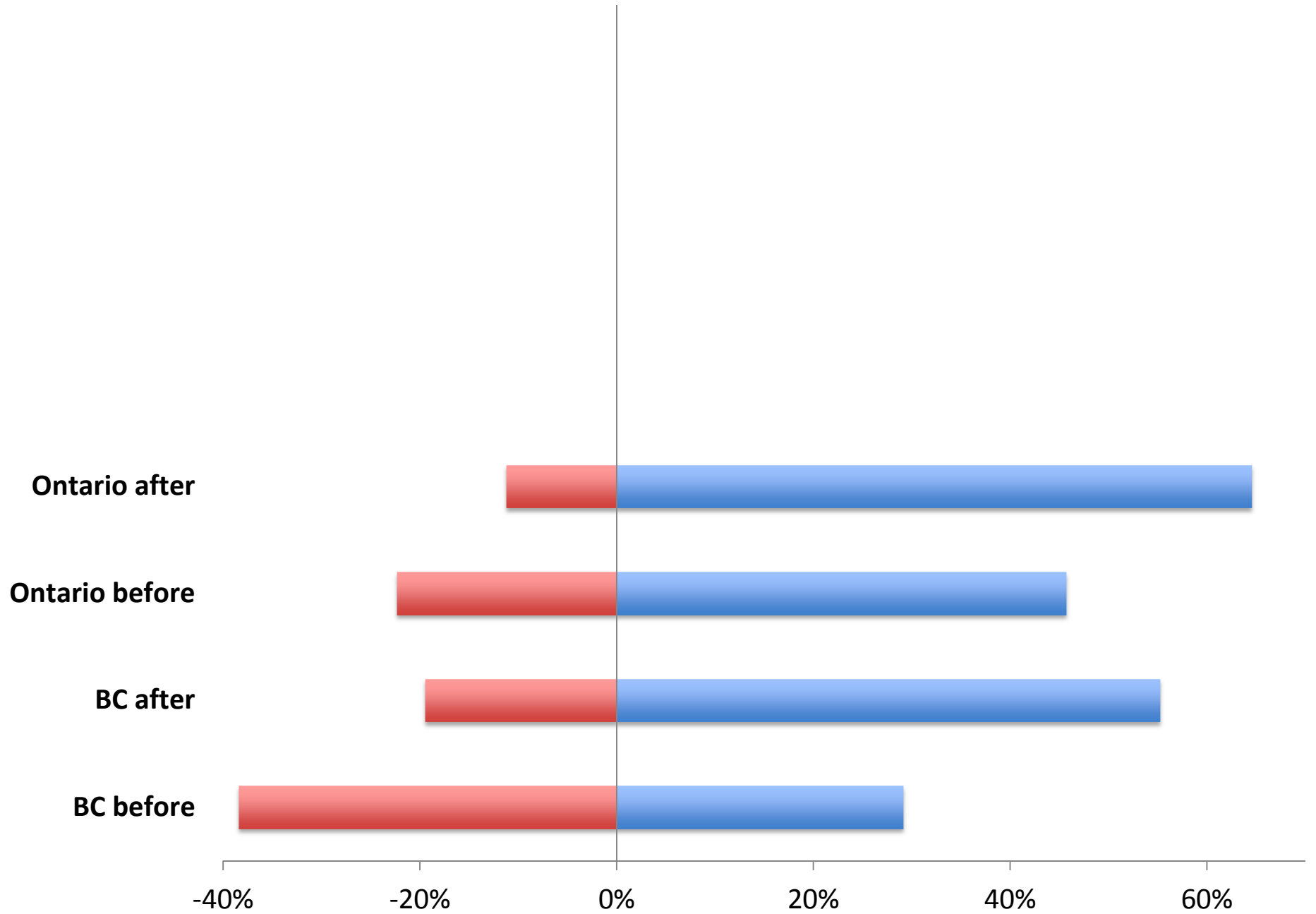
Smart meter support impacted by reframing



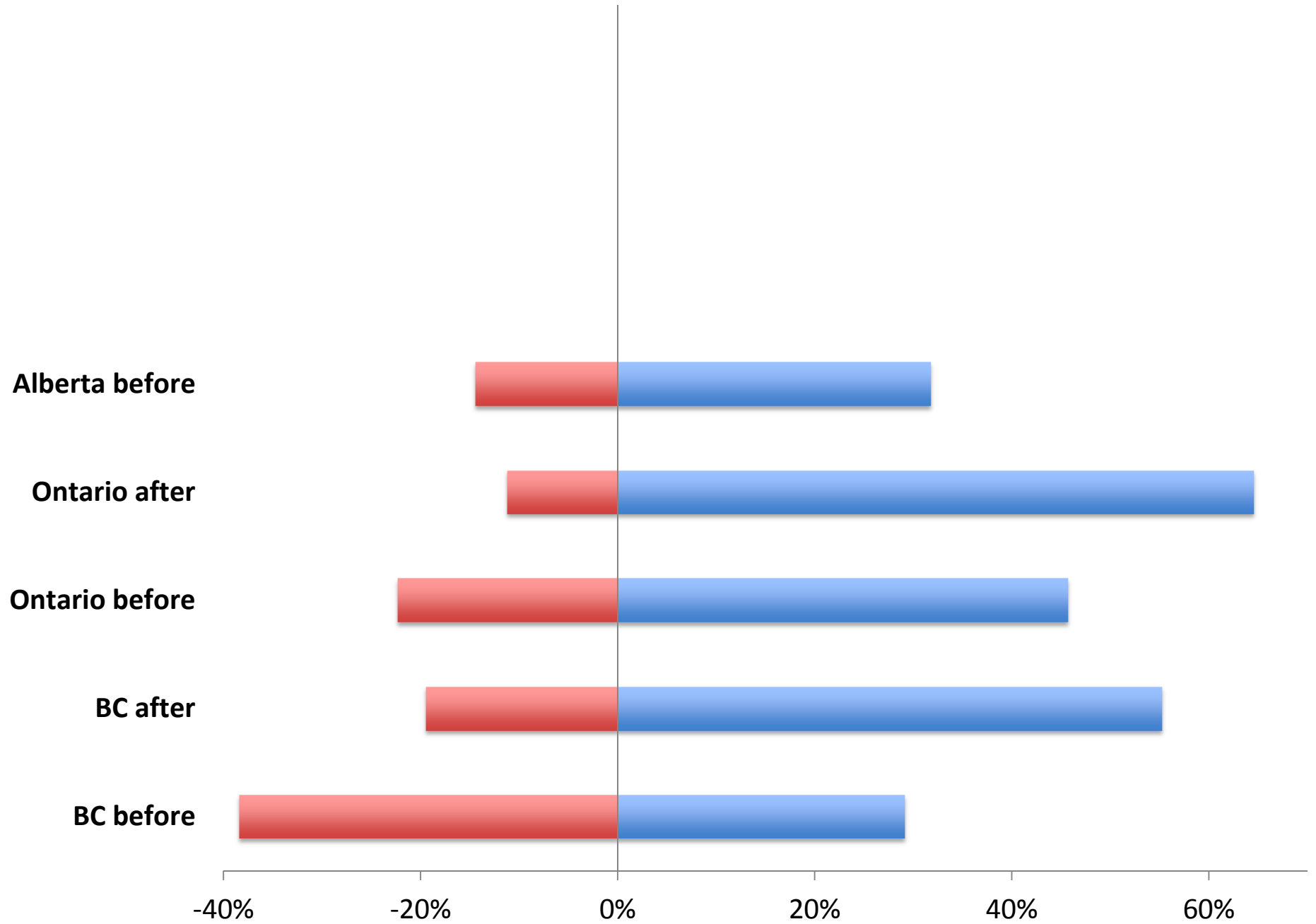
Smart meter support impacted by reframing



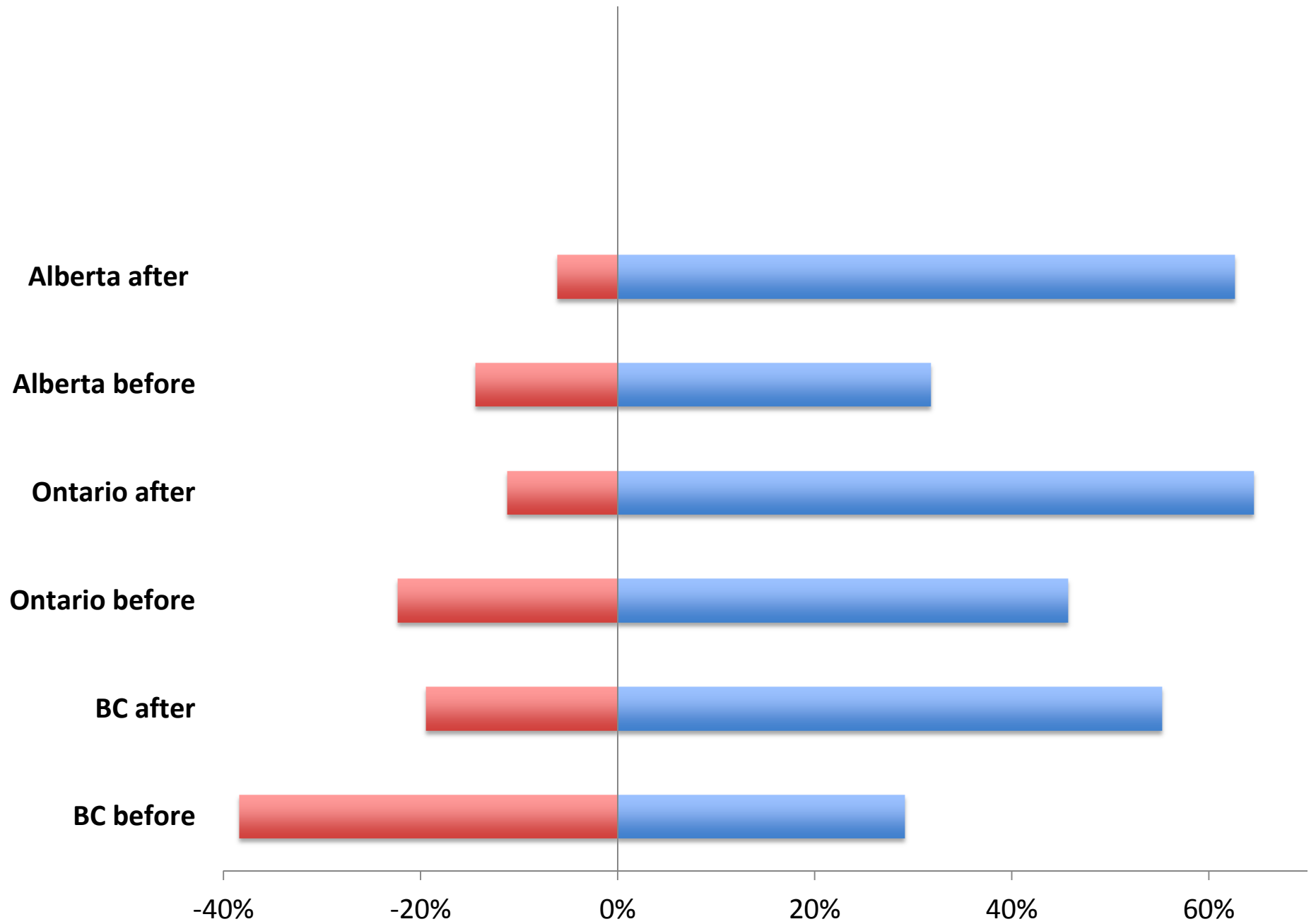
Smart meter support impacted by reframing



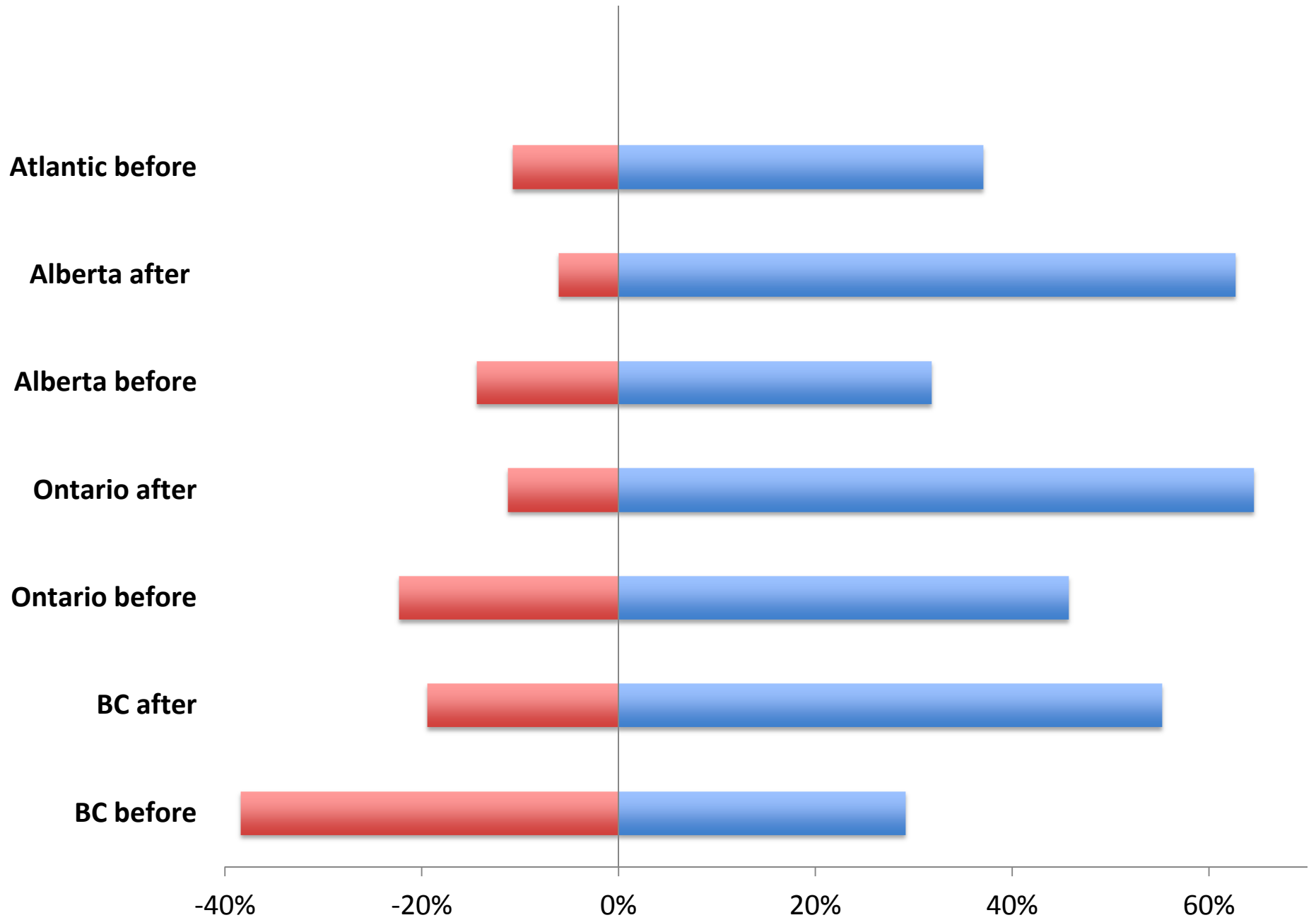
Smart meter support impacted by reframing



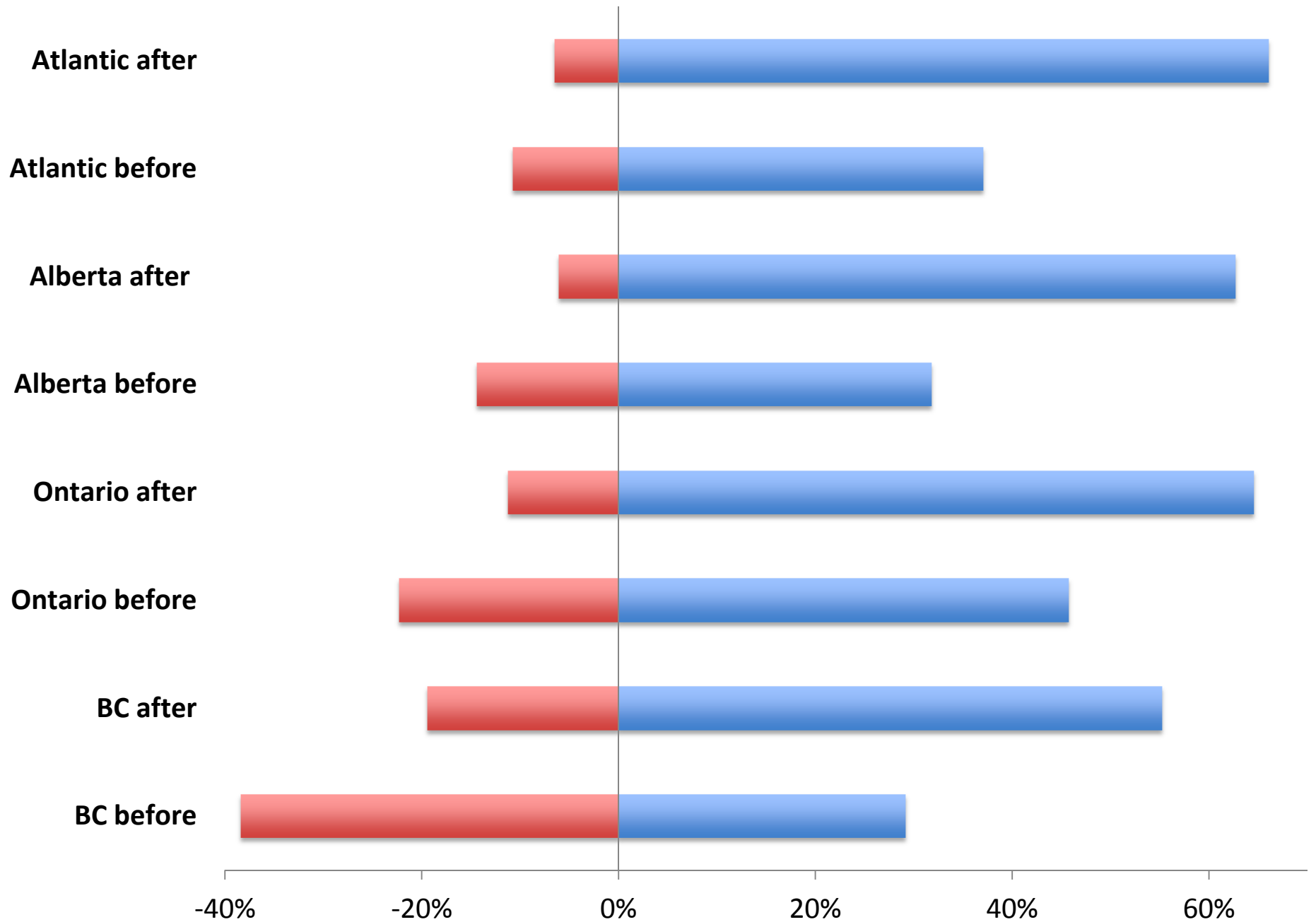
Smart meter support impacted by reframing



Smart meter support impacted by reframing



Smart meter support impacted by reframing



Survey take aways

1. Canadian's knowledge of smart meters is limited.
2. There are regional differences in smart meter perception
3. Reframing the smart meter context has an impact on perception and support

Conclusion

1. Integrate these survey findings with stakeholder interviews and media analysis to build awareness of smart grid obstacles and opportunities
2. Hope to inform the deployment of environmentally beneficial smart grid initiatives.