

Prepared by:

Innovative Research Group, Inc.

Toronto • Vancouver

www.innovativeresearch.ca



ECPA Review

Consumer Research Overview



Prepared for:



Ontario Energy Board

Commission de l'énergie de l'Ontario

Unaware Contract Holders Residential Segmentation

Stakeholder Question:

What is the segmentation between *electricity, natural gas or both* among “Unaware Contract Holders” by contracts that they were identified as having?

Residential Segmentation

Unaware contract holder (n=252)

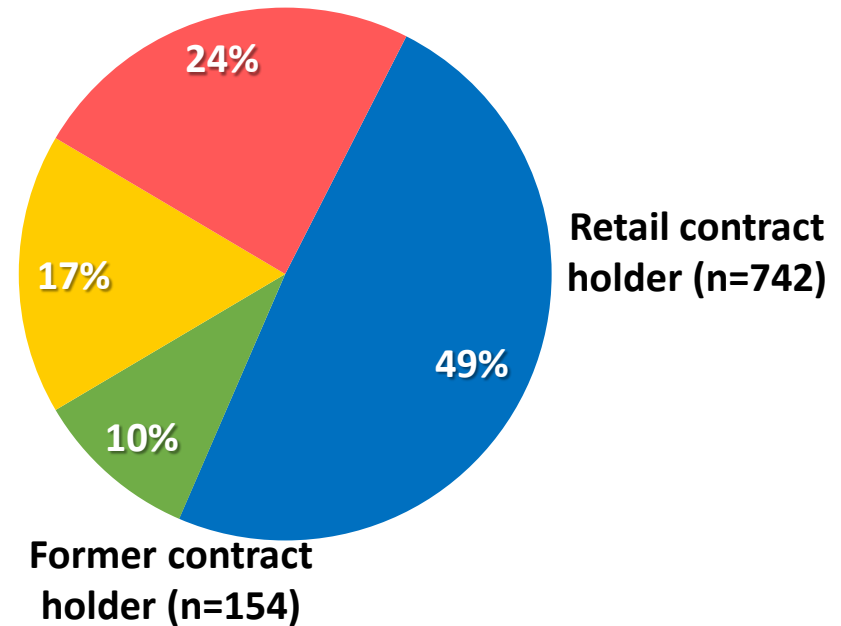
Supplier Provided Sample List	%	n-size
New Electricity and/or Natural Gas Contracts (since Jan. 2014)	35%	89
Current Electricity Contract Holder (Post-ECPA)	33%	84
Current Natural Gas Contract Holder (Post-ECPA)	9%	23
Former Electricity Contract Holder	11%	28
Former Natural Gas Contract Holder	12%	29
TOTAL	100%	252

Of the total number of “unaware contract holders”, 78% were identified by suppliers as being under contract on August 1, 2014. Based on supplier lists, more than a third of the “unaware contract holders” would have entered into a contract between January 1st and August 1st 2014.

While it appears as though the distribution of “unaware contract holders” skews toward electricity retail contract holder, we cannot be certain from the list supplied by retailers as the indication of “electricity” or “natural gas” contract was not always clearly identified.

Note: Percentages in the table above added before rounding.

Non-contract (n=371)





Research-based strategic advice.

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

Jason Lockhart

Vice President

(t) 416-642-7177

(e) jlockhart@innovativeresearch.ca

Innovative Research Group Inc.

56 The Esplanade, Suite 310

Toronto ON | M5E 1A7

www.innovativeresearch.ca