

2007 Push Reel Mower Rebate Program
Yukon Government's Energy Solutions Centre
Final Report
October 25, 2007

Consider the following:

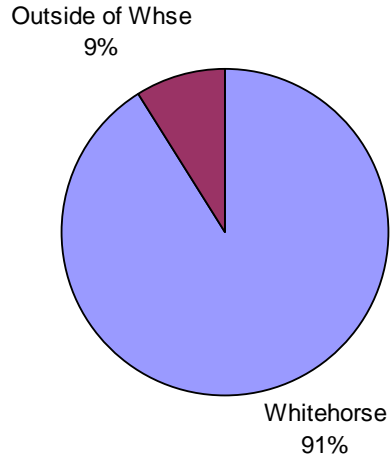
- Gas-powered lawn equipment releases about 80,000 tonnes of emissions in Canada every year, using 151 million litres of gas (Statistics Canada).
- Each summer weekend, about 2.7 million Canadians mow their lawns, using 40 million gallons of gasoline a year (Environment Canada, One-Tonne Challenge, 2005).
- Using a typical gas-powered mower produces 48 kilograms of Greenhouse Gasses in one season and as much air pollution as a car driven 550 kilometers (One-Tonne Challenge, Government of Canada. March 2004).
- A gasoline-powered lawnmower run for an hour puts out about the same amount of smog-forming emissions as 40 new automobiles run for an hour (California Environmental Protection Agency, Air Resources Board. May 20, 1999).
- Lawn and garden equipment users in California spill 17 million gallons of fuel each year while refilling their outdoor power equipment (California Environmental Protection Agency, Air Resources Board. May 20, 1999).

These facts lead the Energy Solutions Centre to promote people-powered push reel mowers during the summer of 2007. Push mowers cut the grass without emitting the gas! As well, push mowers give a superior cut, are easy to maintain and easy to use. Push mowers available today are light weight, at only 16 to 30 pounds, versus the 40 to 60 pound models of the past.

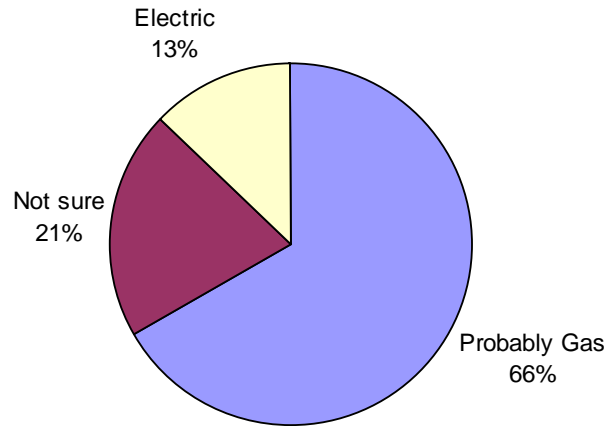
The Energy Solutions Centre called its promotion the "Get Reel" rebate program. People who purchased a people-powered push reel mower between June 1 and August 15, 2007 were eligible for a \$50 cash rebate upon submitting an application form and proof of purchase.

The program had 100 successful applicants which represents approximately 1% of Yukon households. The environmental benefits of the program to the Yukon public included energy savings, emissions reductions, gas not spilled, and noise reduction. As well, the project will hopefully act as a catalyst for additional behavioral changes on the part of Yukon consumers as they become more aware of the benefits of this technology and will help lead to further sales of these energy efficient products.

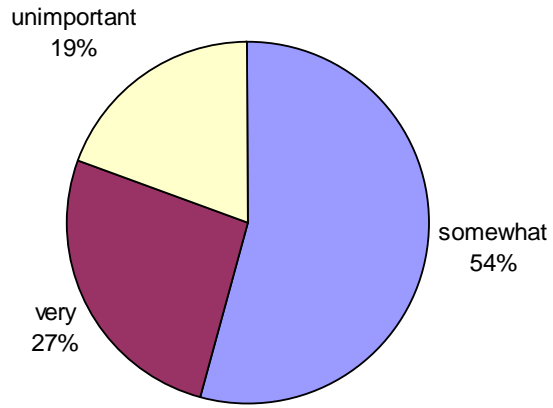
Applicants by Community (Normalized to Population Distribution)



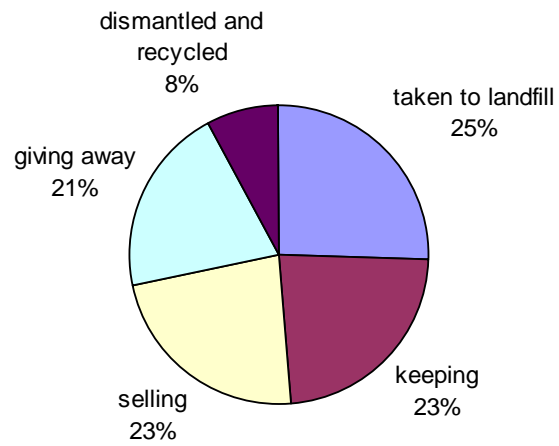
Type of Old Mower Being Replaced



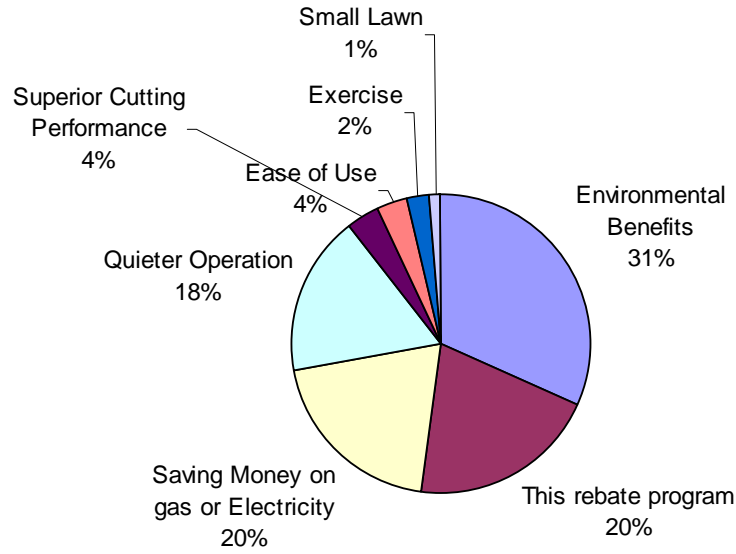
Importance of the Rebate to the Purchase Decision



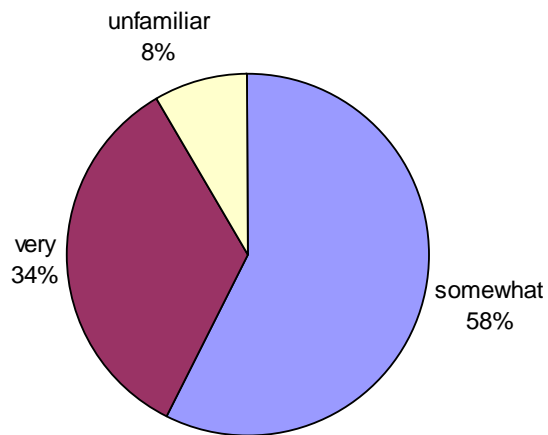
Recycling Method for Old Lawn Mowers



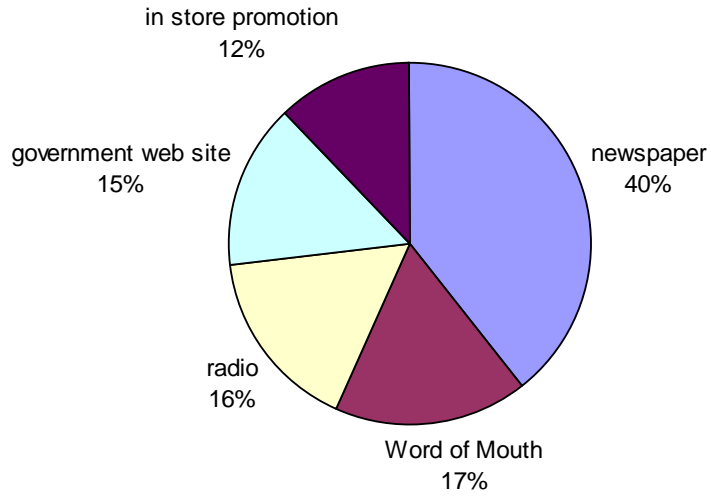
Reasons Applicants Purchased a Push Reel Mower



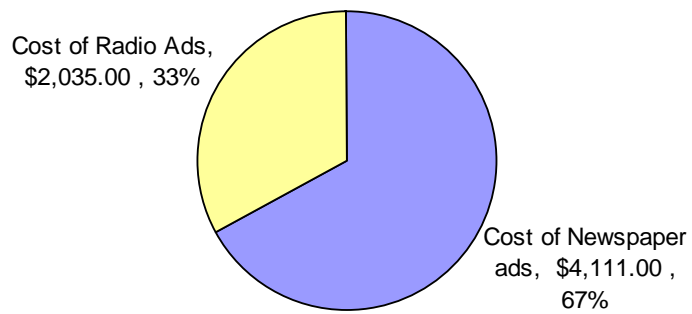
Familiarity with Push Reel Mowers Before the Rebate Program



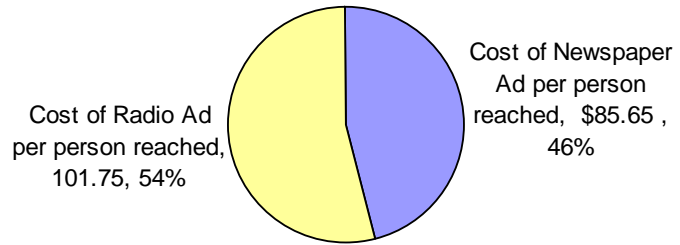
How Applicants Learned of the Reel Mower Rebate Program



Advertising Costs for Get Reel Mower Rebate



Advertising Costs per Person Reached



Total Project Cost Approximately \$11,000