

Smart Grid Technology Concept

Today, most people are ill informed when it comes to energy consumption and costs, paying the bill every month without understanding what's included and how they are charged. This would be like filling up your gas tank every week without knowing the price of gas, and not getting a bill until the end of the month.

Introducing Smart Grid

With smart grid technologies in the home—like smart meters, smart energy panels, and smart appliances—consumers can have access to more accurate data and knowledge about electricity pricing, helping them save money and lower their environmental footprint.

Smart Grid technologies could give you the information and control you need to save energy and money. Benefits include the ability to:

Make smarter, more informed choices:

- It is possible for the smart meter to communicate time-of-use pricing via smart home energy panels to help consumers make smarter energy choices throughout the day.
 - For example, you may choose to have your house pre-cooled before arriving home to ensure the air conditioning system can remain off during expensive peak pricing hours, without impacting your comfort level. You could also have your water pre-heated to avoid peak prices and lower your energy bill.
- This knowledge will give you the power to make more informed decisions and manage your energy wisely—lowering your carbon footprint without having to compromise your lifestyle or comfort. You'll likely have the option to set preferences, so price signals automatically trigger your smart home to respond in financially and environmentally responsible ways without requiring you to actively monitor your appliances all day.

Save money:

- A year-long study by the U.S. Department of Energy showed that real-time pricing information provided by the smart meter helped consumers reduce their electricity costs 10% on average and their peak consumption by 15%.

Reduce time spent without power:

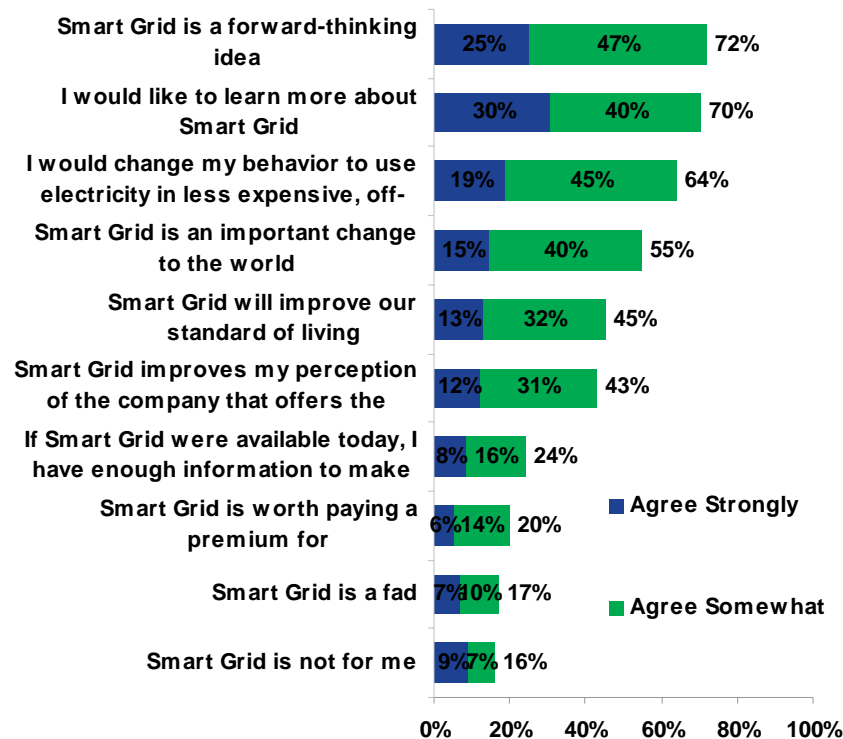
- Smart meters help utilities better detect and manage outages. Smart meters coupled with advanced metering infrastructure (AMI) will help pinpoint problems on the grid, allowing utilities to determine exactly which customers are without power. Compare this to today, when many utilities still wait for customer calls to notify them of outages.



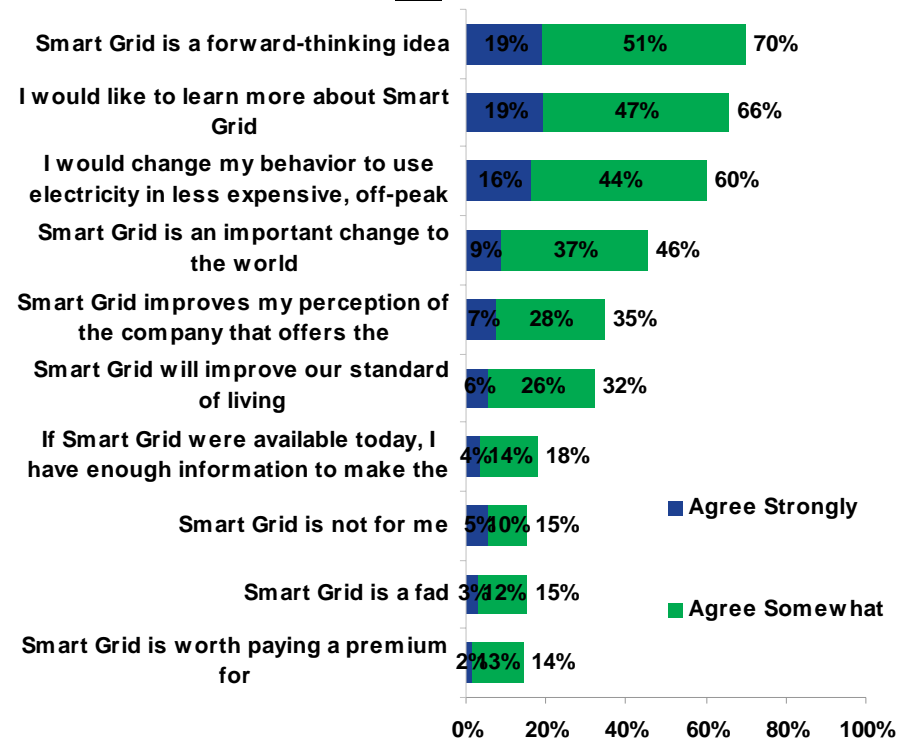
imagination at work

Smart Grid Attitudes

US



UK



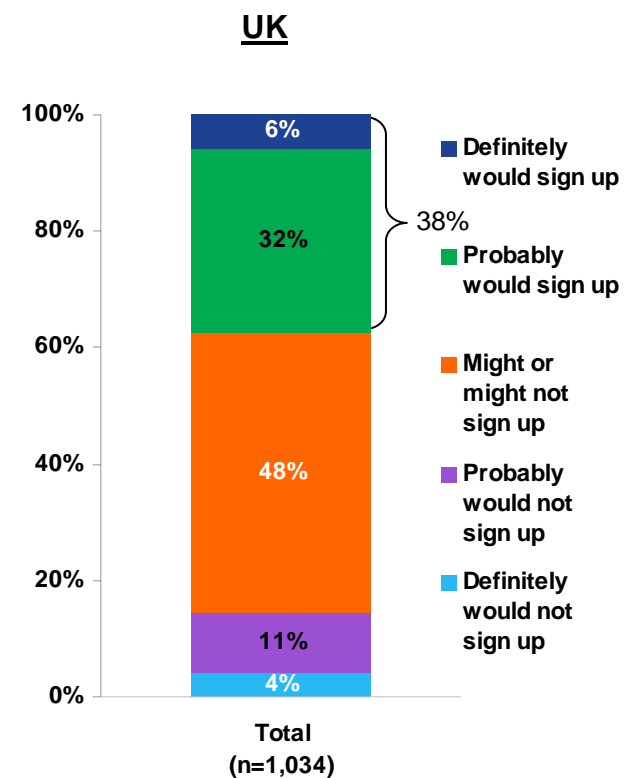
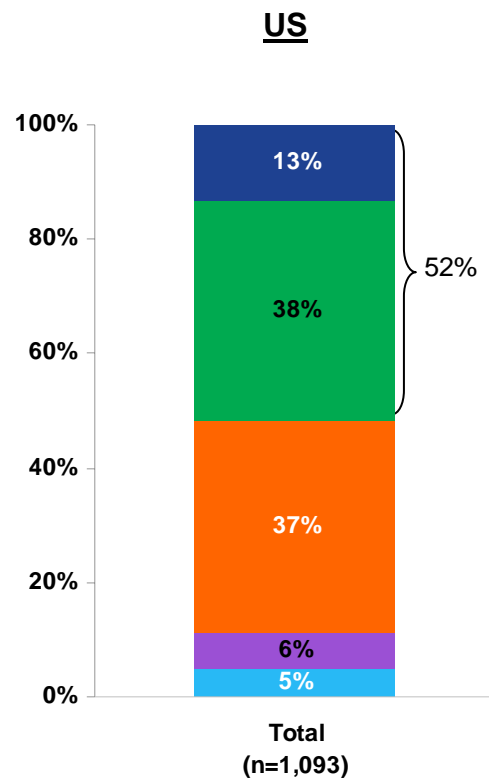
Q19. Thinking of the offer you just read about, how strongly do you agree or disagree with each of the following statements?



Base: All respondents
N=1093 in US, n=1034 in UK

5
:2472533<

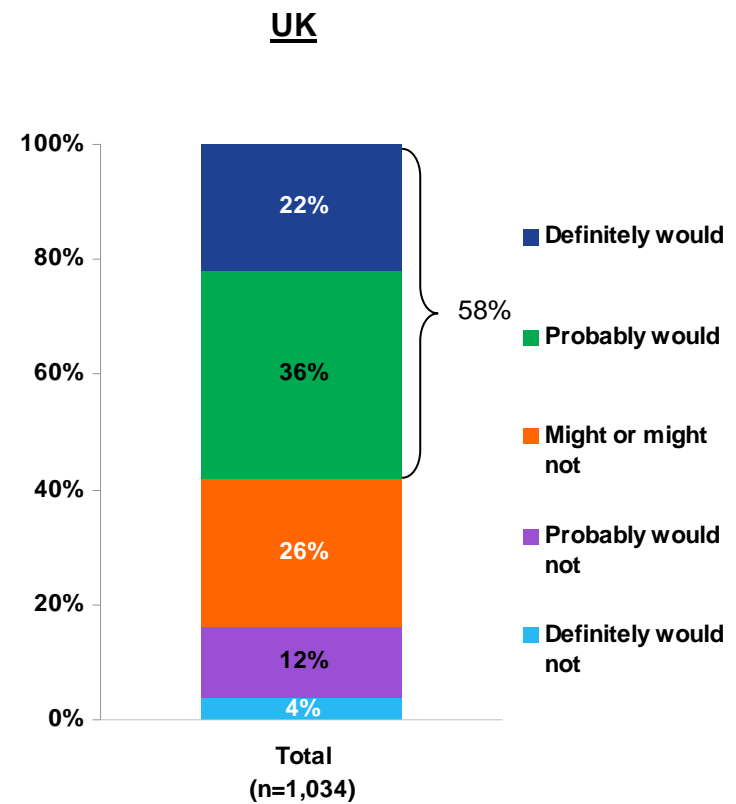
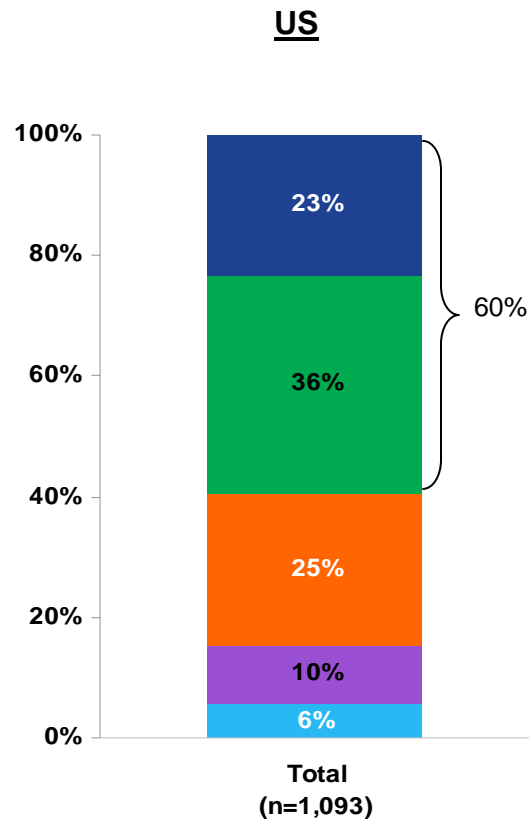
Sign Up Intent (with Guaranteed Savings and through Current Supplier)



Q24. Which statement best describes how likely you would be to sign up for Smart Grid, if it were available in your area through your power supplier?

Base: All respondents
N=1093 in US, n=1034 in UK

Likelihood to Monitor Energy Online



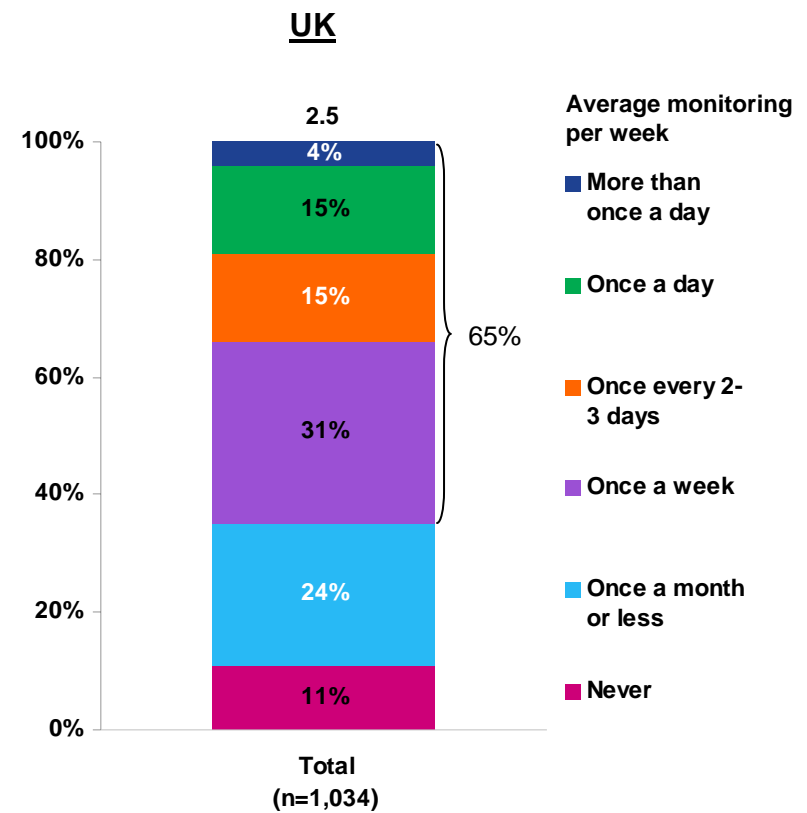
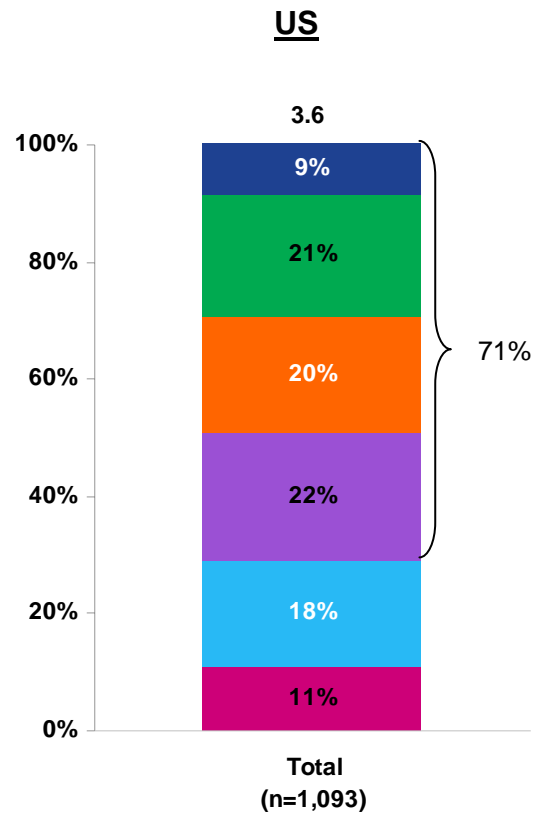
Q16. How likely would you be to monitor your energy consumption online?



Base: All respondents
N=1093 in US, n=1034 in UK

7
:2472533<

Frequency of Monitoring Online



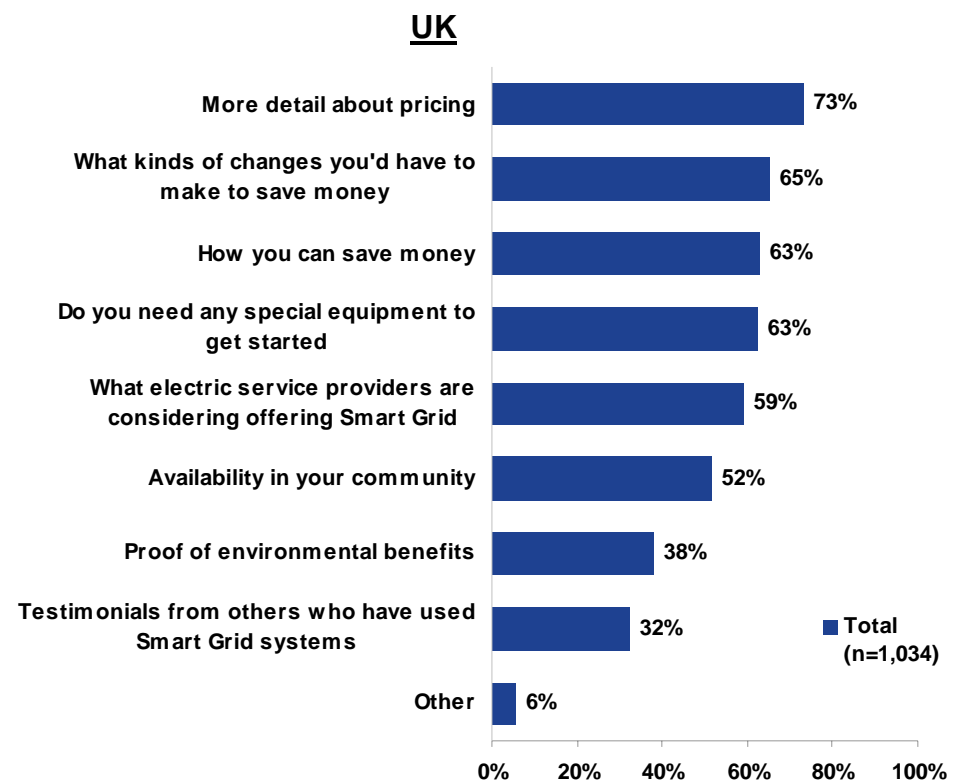
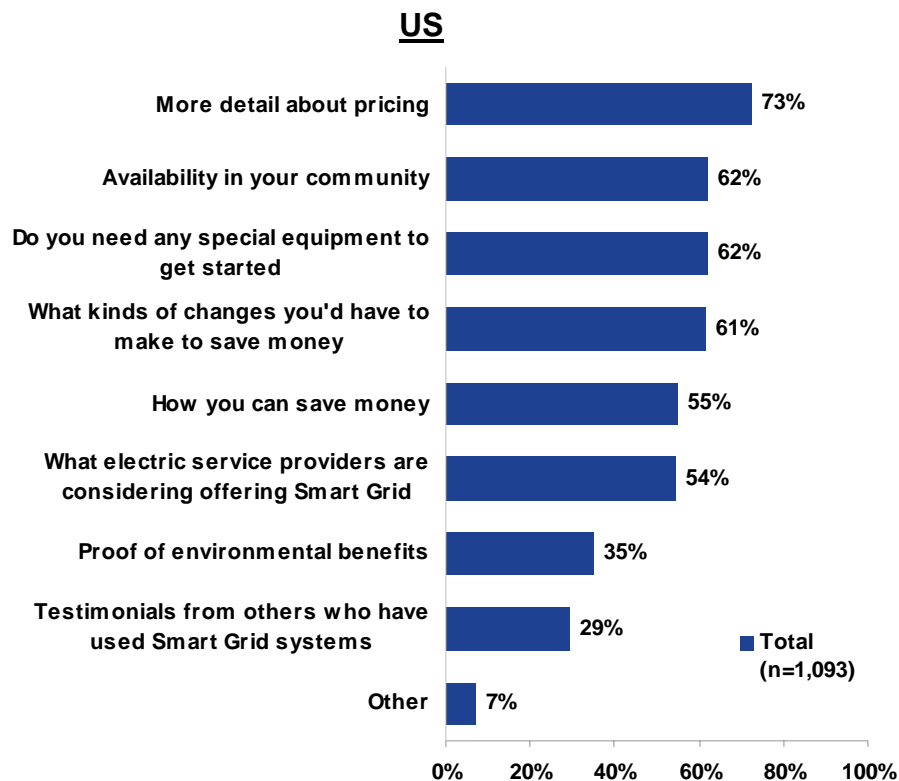
Q17. How often would you monitor your energy consumption online?



Base: All respondents
N=1093 in US, n=1034 in UK

8
:2472533<

Additional Information Desired about Smart Grid



Q18. What additional information would you be interested in learning about Smart Grid?



Base: All respondents
N=1093 in US, n=1034 in UK

9
:2472533<