

# Fast Facts: U.S. Consumer Impressions of the Smart Grid



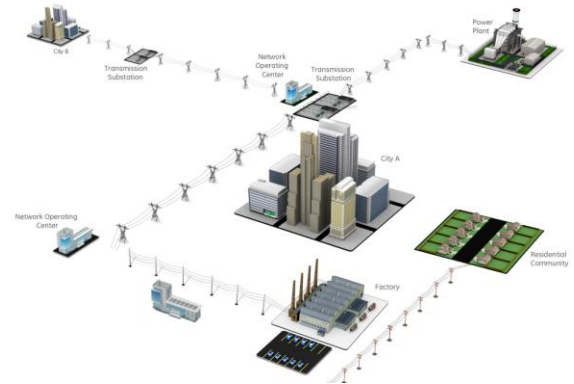
In March 2010, GE Energy, commissioned a survey in the United States (U.S.) to better understand the general public's level of awareness and perceptions of smart meters and smart grids. What did we learn?

## Nearly three-quarters of consumers in the United States (79%) are not familiar with the term "smart grid."

Only **4%** have heard of a smart grid and have a good understanding of what it is.

However, that doesn't mean that consumers don't have a vested interest in the smart grid.

- **80%** of Americans familiar with the smart grid are looking for more information and *wish they knew more about smart grid and how it affects them.*
- Plus, **69%** of those that are familiar with the smart grid aren't even sure if they're already connected to one. And, only **11%** said they either know or believe their home is connected to a smart grid.



<p style="text-align: center;"><u>Progress to Date</u></p> <p style="text-align: center;"><b>Consumers Are Confident in the Potential of the Smart Grid, Benefits to Us at Home</b></p>	<p style="text-align: center;"><u>More Work to be Done</u></p> <p style="text-align: center;"><b>There Are Still Some Lingerin Consumer Concerns/Misperceptions About the Smart Grid</b></p>
<p><b>96%</b> of Americans who <i>are</i> familiar with the smart grid are overwhelmingly positive about the technology and what it will do for our country, and only <b>2%</b> thought that smart grid was not a smart investment by utilities and/or consumers:</p> <ul style="list-style-type: none"> <li>• <b>80%</b> of U.S. consumers are excited about upgrading the electrical network with smart grid so that our country can <b>rely more on clean domestic energy sources</b> (i.e. wind, solar, biogas, etc.)</li> <li>• <b>78%</b> think that the smart grid would help <b>reduce the number of power outages and restore power more quickly</b> when outages do occur</li> <li>• <b>74%</b> understand that the smart grid will <b>give them the info they need to make better decisions</b> about electricity usage</li> <li>• <b>72%</b> think the smart grid will <b>help them save money</b> on their monthly bills</li> <li>• <b>63%</b> believe the smart grid will <b>create new jobs</b> in the energy sector</li> <li>• <b>66%</b> agree they <b>would buy smart appliances and other in-home devices to maximize their control over energy</b> once smart grid rolls out in their community</li> </ul>	<p>Only <b>45%</b> of Americans believe there are challenges to powering up the smart grid (30% don't believe there are any challenges, and 25% aren't sure if there are or not), <i>we're not in the clear:</i></p> <ul style="list-style-type: none"> <li>• <b>33%</b> think we still have to decide whether to spend investment money on <b>modernizing our nation's current, yet aging, electrical infrastructure or committing to a complete overhaul</b> of our nation's grid</li> <li>• <b>32%</b> think utilities are challenged with <b>setting a new time-of-use pricing model</b> that will encourage consumers to use smart grid solutions to better manage energy usage.*However, <b>75% would participate in a time-of-use pricing model</b> if it meant that they could save money by shifting or reducing their daytime energy usage.</li> <li>• <b>31%</b> say that it will be important to <b>help consumers understand all of the smart grid's benefits</b></li> </ul>

GE Energy commissioned a consumer survey to better understand the general public's level of awareness and perceptions of smart meters and smart grids. The five-question omnibus survey was conducted in March 2010 by StrategyOne among a census representative sample of 1,000 U.S. consumers via telephone. The margin of error for the sample of U.S. consumers (n=1,000) is + 3.1% at the 95% level of confidence.