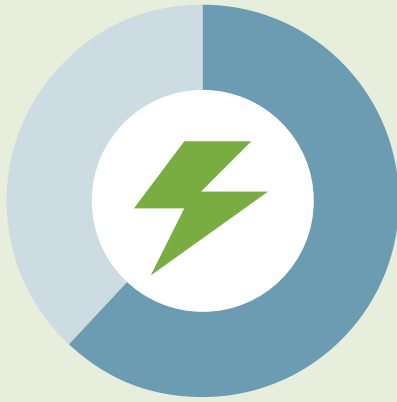


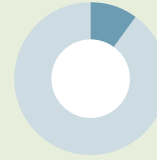
Educating US Customers About the Benefits of HEM



Three in five US residential customers say they're somewhat or very familiar with home energy management (HEM) products and technologies.



of those ...

Few have purchased an HEM system










Nearly half are considering the purchase of an HEM system



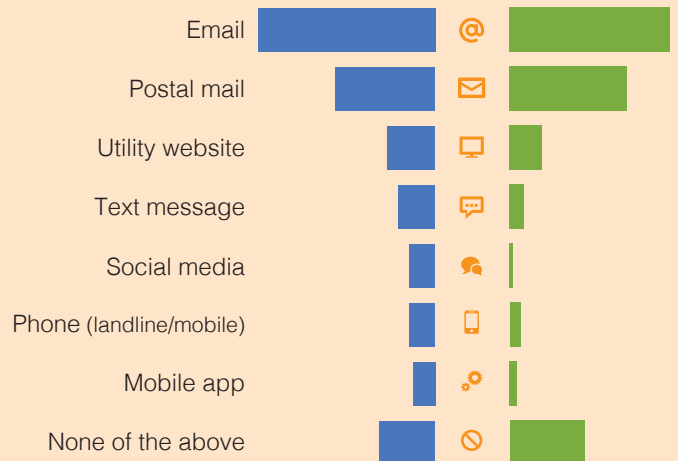
This is your opportunity to educate customers who are interested in HEM on the potential benefits of the smart home, including the ability to monitor and reduce their energy consumption.

Our research shows that customers considering the purchase of an HEM technology are more likely to:

-  Be younger (18 to 44 years old)
-  Have a higher household income (more than \$50,000 annually)
-  Live in single-family homes or duplexes
-  Live in newer homes (built in 1980 or later)
-  Live in larger homes (2,000 square feet or more)
-  Have three or more household members
-  Have children in the household

Email is the preferred communication channel for learning about new products and services, but those interested in purchasing an HEM technology are more likely than their counterparts to engage with a variety of channels, including the utility website and social media.

■ Considering an HEM purchase ■ Not considering an HEM purchase



Data are drawn from the Claritas Energy Behavior Track 2017 survey, an annual online survey of more than 32,000 US residential customers conducted in partnership with E Source and compiled in the E Source Residential Customer Insights Center.