



US Energy Attitudes and Behaviors

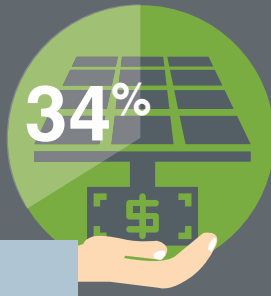
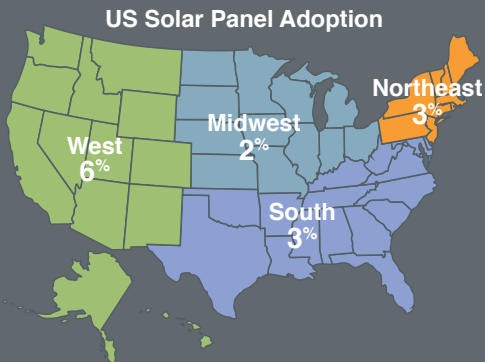
E Source

“Residential customers are looking to you for ways to save energy. When asked how they think their utility should spend grant money, 44% wanted more programs and services to help reduce their energy use.”

Solar Panels

In just 1 year, the percentage of residential customers who reported having a home solar panel system installed has risen

1.5%



When they generate excess energy, 34% of those with a solar panel system believe their electricity provider should reimburse them at a rate that's slightly above the current rate, with the additional amount subsidized by other customers

Electric Vehicles

IN THE US **5%** of residential customers reported purchasing a hybrid or all-electric vehicle in the past five years

As their electricity needs increase as a result of powering these vehicles, we anticipate that consumers will become more interested in seeing their energy-usage data



Tablets and Smartphones

In 2012, 25% of residential customers reported having at least one tablet in their home; that percentage grew to 47% in 2013 and 57% in 2014



As smartphone and tablet adoption has risen, residential customers have grown to expect a great mobile experience from their utility website

58%

A majority (58%) of residential customers reported paying their utility bill online in the past 12 months

Habits and Home Improvements

The **top four** behaviors consumers are changing to reduce energy use:

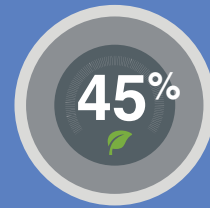
- 1 Turning off lights when not in use (**61%**)
- 2 Replacing incandescent light bulbs with CFLs (**49%**)
- 3 Turning off/unplugging electronics when not in use (**41%**)
- 4 Lowering the thermostat setpoint in the winter and/or raising it in the summer (**38%**)

The top motivators for conserving energy:

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- 1 Saving money on energy bills
 - 2 Not wanting to be wasteful

Thermostats

Nearly 45% of residential customers reported owning a programmable or "smart" thermostat



Of those with programmable or smart thermostats:

About **1 in 10** said they don't program their thermostats (13% don't program them in the summer; 12% don't in the winter)

Recommended setpoints for when the home is **occupied**:

Summer: 78°F	Winter: 68°F
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In the summer, only 26% of households reported meeting or exceeding the recommended setting during the day and 22% met or exceeded it at night

In the winter, only 37% reported meeting or exceeding the recommended setting during the day and 54% met or exceeded it at night

Recommended setpoints for when the home is **unoccupied**:

Summer: 85°F	Winter: 55°F
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Despite the huge opportunity for savings when they are away, only 10% of households with programmable or smart thermostats reported meeting or exceeding the recommended setting in the summer and 8% met or exceeded it in the winter

The data are drawn from The Nielsen Company's 2014 Energy Behavior Track, an annual online survey conducted in partnership with E Source, which gathers information from approximately 32,000 residential customers in the US on their energy-usage behaviors and attitudes around energy consumption. The data are compiled in the E Source Residential Customer Insights Center, an easy-to-use online analysis tool that is updated on an annual basis. This tool allows users to dive deeper into the survey data to better understand differences among residential consumers on a variety of energy-related topics.