

Cooling High Summer Electric Bills

Following a period of record-setting heat across the United States, the Smart Energy Consumer Collaborative (SECC) conducted a survey to uncover how American families are dealing with the rising cost of cooling their homes. This Smart Energy Snapshot reveals insights for electricity providers and other stakeholders looking to better understand consumer openness to demand response programs.

78%

of households actively monitor

their home cooling systems.

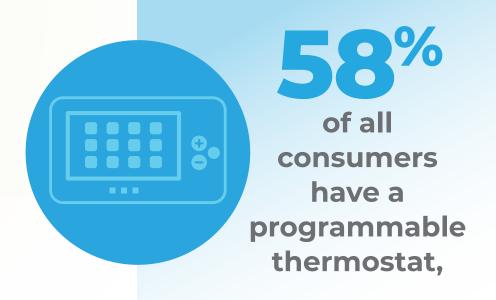
62% of Americans say that they are using central A/C to cool their homes. Only 50% are using fans, and only 6% say that they have a ducted heat pump, a highly efficient way to cool homes.

Among consumers who monitor their home cooling systems:

65% would be willing to voluntarily adjust their cooling system in the summer.

would participate in a utility-led demand response program.

Only 18% of those who actively monitor their home cooling systems are unwilling to take part in a demand response program — compared to 24% of all consumers.





51%

of consumers
have very or
somewhat positive
sentiments toward
demand response
programs.

Source: This online survey was fielded in August 2023. There were 1,516 respondents, who are all Americans aged 18 or older. The data was weighted on age, gender and region to U.S. Census data.

