



SMART ENERGY SNAPSHOT SERIES

FEBRUARY 2025

Warming Up to Winter Demand Response

Following a period of extreme cold across the United States, the Smart Energy Consumer Collaborative (SECC) conducted a survey to uncover how Americans are dealing with the rising cost of heating their homes.

This Smart Energy Snapshot reveals insights for energy providers and other industry stakeholders looking to better understand consumer openness to demand response programs during the winter months.

Would you participate in a heating demand response program for a small discount or cash incentive?

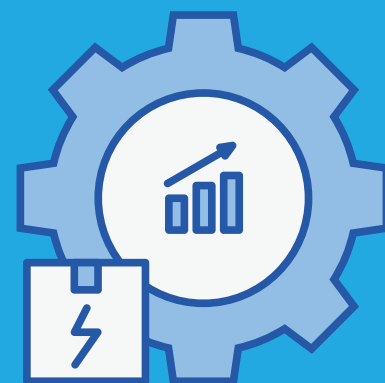
79%

of consumers would participate in a **voluntary behavioral** program.



59%

of consumers would participate in a **direct load control** program where their utility adjusts the heating system.



With heating demand response programs, consumers are concerned with...

47%

Making sure that the temperature meets everyone's needs.



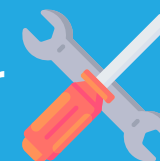
46%

Knowing that the program is saving them money.



30%

Ensuring the program doesn't put excessive wear on the heating system.



61%

of consumers want to learn about demand response opportunities **directly from their energy providers.**



72%

of consumers want demand response alerts to come **directly from their energy providers.**



This survey was conducted online within the United States by The Harris Poll from January 15-17, 2025, among 2,083 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this survey, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level.