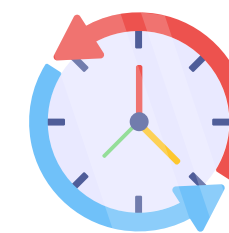
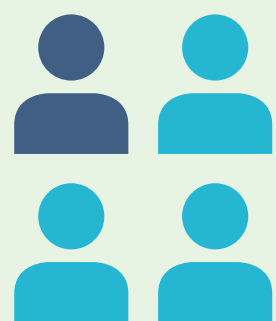




Consumer Understanding of Demand Response



As electricity providers increasingly offer demand response solutions to balance the grid and avoid costly upgrades, understanding what consumers think about these programs is more important than ever before. This nationally representative survey reveals insights on consumer openness to demand response, their understanding of the benefits, their preferences for program communications and more.



About one-in-four consumers are either **currently enrolled** in a program or would be **highly interested** in participating.

*6-7% current enrollment

66%

Behavioral demand response of consumers would participate in a program where **they take action**.

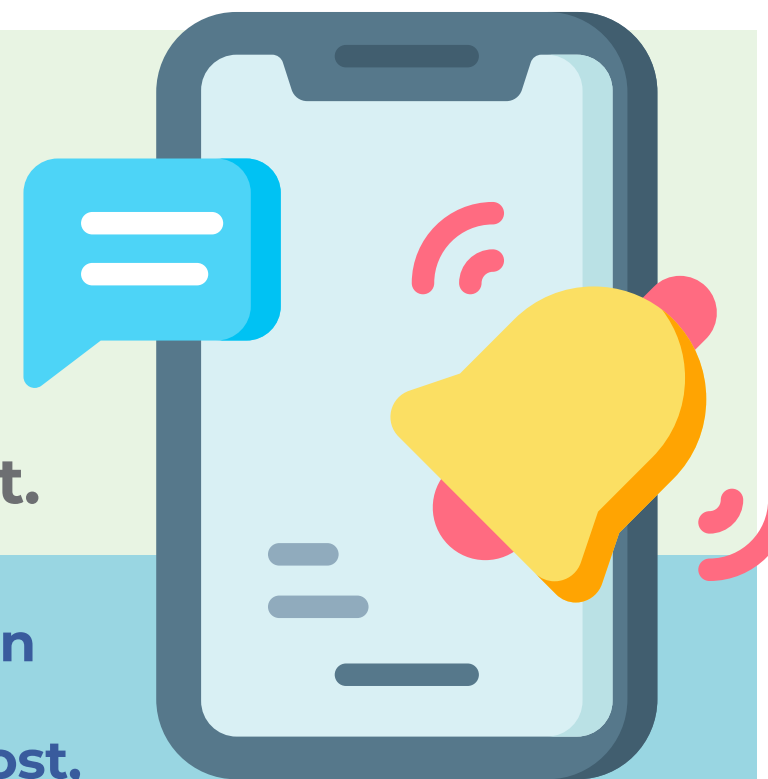
53%

Direct load control

would participate in a program where their **providers take action**.

54%

of consumers want to be notified **before** and **after** each event.



Consumers interested in demand response programs care about **cost, comfort and control**.

They want to know:

62%

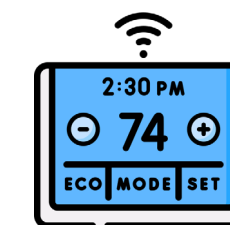


The financial impact, such as rebates, bills savings, etc.







57%



What options are available to manually override adjustments.



Consumers interested in either type of demand response are equally open to shifting a variety of appliances:

- 80%**  Dishwasher
- 77%**  Home cooling
- 75%**  Water heating
- 75%**  Clothes washer/dryer
- 74%**  Home heating
- 71%**  Smart plugs/outlets

Source: This survey was conducted online within the United States by The Harris Poll on behalf of the Smart Energy Consumer Collaborative (SECC) from March 3 to 5, 2026, among 2,091 adults ages 18 and older. The sample data is accurate to within +/- 2.7 percentage points using a 95% confidence level.