

ITRON RESOURCEFULNESS REPORT

AN ANALYSIS OF INTERNATIONAL ENERGY & WATER TRENDS

EVALUATING THE PILLARS OF RESOURCEFULNESS



EFFECTIVENESS
in providing reliable and consistent water and energy services



EFFICIENCY
in providing energy and water services while minimizing waste



SUSTAINABILITY
in minimizing the environmental impact when providing water and energy services

THE RESULTS ARE IN

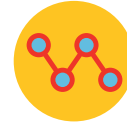
58%

of consumers are seriously concerned about their **impact on the environment**



40%

of consumers would be more resourceful for an **11-20% reduction** in **monthly bills**

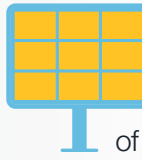


61%

of utility executives say they are ready to **leverage big data**

77%

of utility executives cite **consumer education** as a growing or urgent concern



47%

of consumers say they'd like to use **solar panels**



1 in 3

consumers would participate in **demand response programs**

OPPORTUNITIES FOR ACTION



INTEGRATE RENEWABLES

No. 1 unmet need of utility executives is the desire to **integrate renewables** into their resource mix



EDUCATE + ENGAGE

Consumers want more information—and **67%** of utility executives are willing to **invest in education and engagement**



LEVERAGE BIG DATA

9 out of 10 consumers believe it's important for utilities to use **big data** to improve efficiency

64% TODAY



79% IN 5 YEARS



INVEST IN SMART CITIES

Consumers want smart cities—and utilities agree: **70% of executives say they are a high priority**

10 COUNTRIES SURVEYED

Australia	India
Brazil	Mexico
Canada	Singapore
France	Sweden
Germany	United States

1,013
Informed Consumers



10
Countries



5
Continents



1,018
Utility Executives



WANT TO KNOW MORE?

DOWNLOAD THE FULL REPORT AT WWW.ITRON.COM/RESOURCEFUL