Itron and Power Over Energy recently conducted a study with the U.S. Department of Energy Office of Electricity Delivery and Energy Reliability, to find out what consumers think of smart city technologies. The responses were illuminating!
Know about smart street lighting. The #1 choice for most familiar smart city application.

- **52%**
  - Say improving safety is smart lighting’s top benefit.
  - And 34% say reducing energy consumption is their top choice.

- **#2** Ride sharing
- **#3** Utility metering
- **#4** Traffic management
- **#5** Parking management

- **42%**
  - Decrease city spending on energy
  - Improve reliability / maintenance (Fix lights faster)
  - Protect wildlife (Via dimming/color control)
  - Act as a platform for other smart services
What's the primary reason people believe smart cities have a positive impact?

Environmental concerns rate highest.

- **Environment**: 38%
  (Reduce energy consumption, protect water)

- **Efficiency**: 27%
  (Save money and resources)

- **Quality of life**: 21%
  (Improve mobility and convenience)

- **Safety**: 14%
  (Improve visibility through lighting, video monitoring)
65% say living in a smart city is important.

The vast majority see value in smart city technologies.

50% expect to see daily impact within the next 1-3 years or less.
Positive impact sentiment is highest with millennials.

<table>
<thead>
<tr>
<th>Generation</th>
<th>Positive impact</th>
<th>Negative impact</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials (18-34)</td>
<td>83%</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>GenX (35-54)</td>
<td>75%</td>
<td>3%</td>
<td>23%</td>
</tr>
<tr>
<td>Baby Boomer (55-64)</td>
<td>71%</td>
<td>4%</td>
<td>25%</td>
</tr>
<tr>
<td>Traditional 65+</td>
<td>60%</td>
<td>6%</td>
<td>34%</td>
</tr>
</tbody>
</table>
Do you think the impact of smart cities on you is more positive or negative?

- 75% Positive
- 23% Don’t know
- 3% Negative
CONCLUSION: Study respondents believe smart city technologies can have a positive impact—especially in keeping people safe and protecting the environment.