

POWER TO THE PEOPLE

THE 2017 SMART CITIES STUDY

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!





52%

Know about smart street lighting.

The #1 choice for most familiar smart city application.



#2 Ride sharing



#3 Utility metering



#4 Traffic management



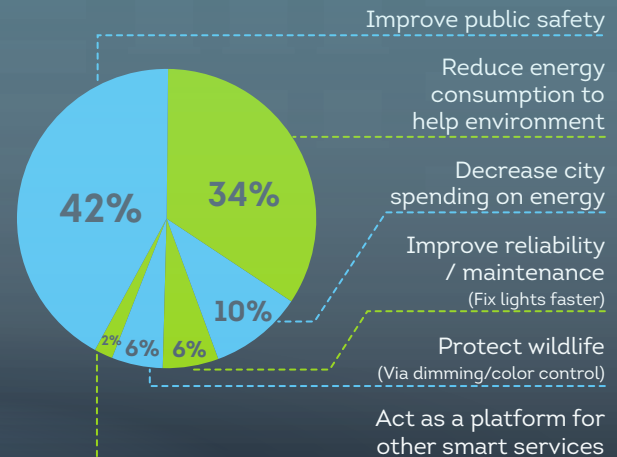
#5 Parking management



42%

Say improving safety is smart lighting's top benefit.

And 34% say reducing energy consumption is their top choice.





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)



40%

30%

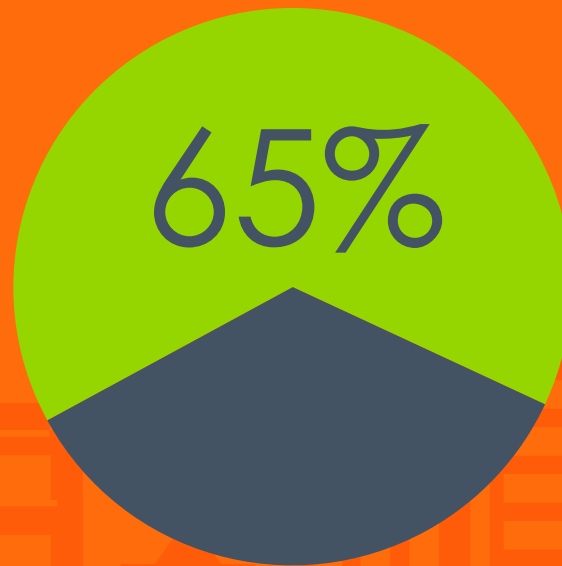
20%

10%

0%

65% say living in a smart city is important.

The vast majority see value in smart city technologies.

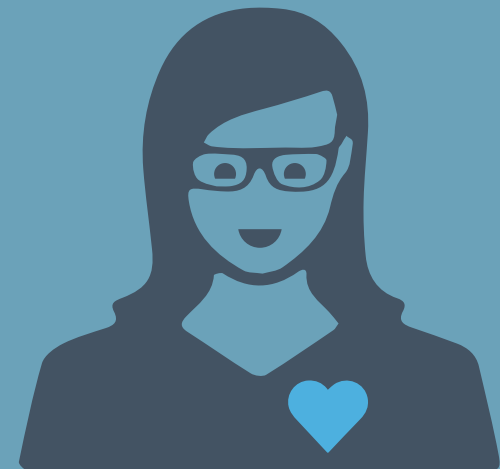
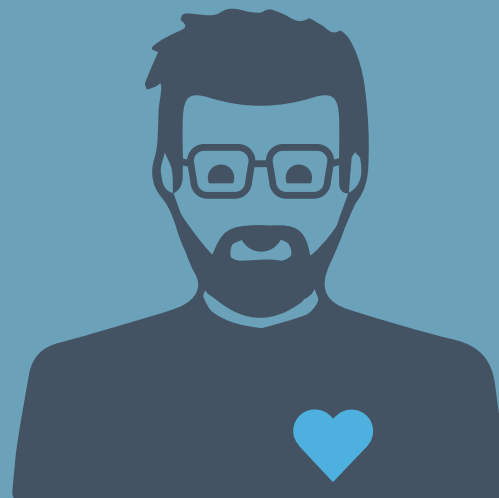
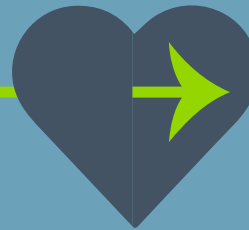
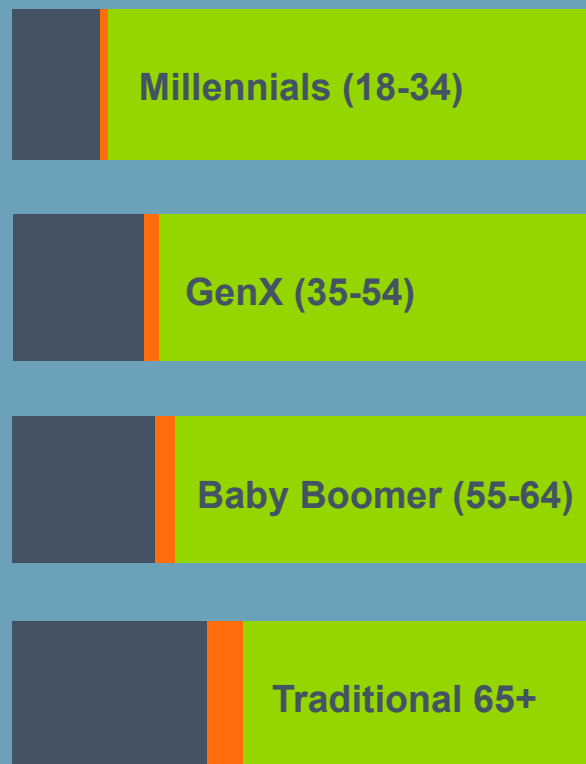


50% expect to see daily impact within the next



years or less.

Positive impact sentiment is highest with millennials.



| | MILLENNIALS | GENX | BABY BOOMER | TRADITIONAL |
|-----------------|-------------|------|-------------|-------------|
| Positive impact | 83% | 75% | 71% | 60% |
| Negative impact | 2% | 3% | 4% | 6% |
| Don't Know | 15% | 23% | 25% | 34% |

Do you think the impact of smart cities on you is more positive or negative?

23 %
Don't know



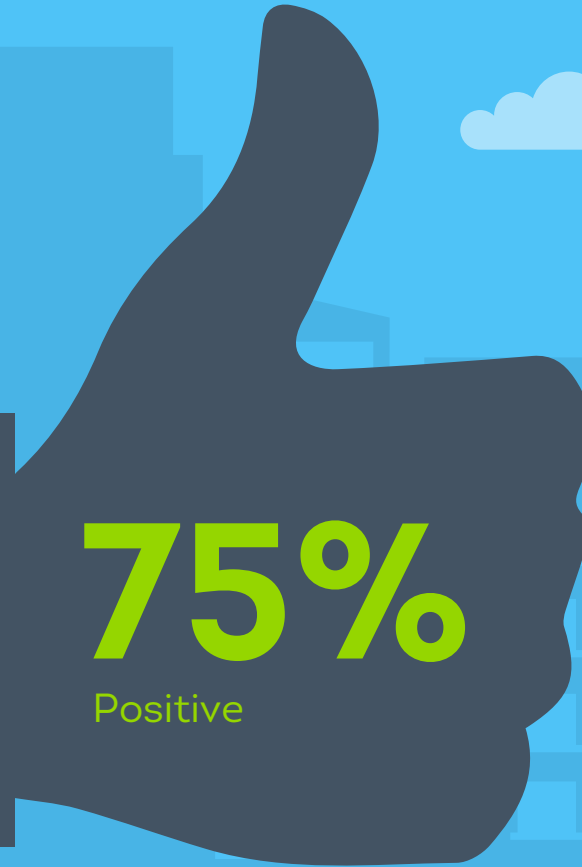
Negative

3%



75%

Positive



CONCLUSION: Study respondents believe smart city technologies can have a positive impact—especially in keeping people safe and protecting the environment.

Itron and Power Over Energy, an energy literacy program, conducted a U.S. consumer awareness study of Smart Cities in July 2017, with sponsorship from the U.S. Department of Energy Office of Electricity Delivery and Energy Reliability.

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