

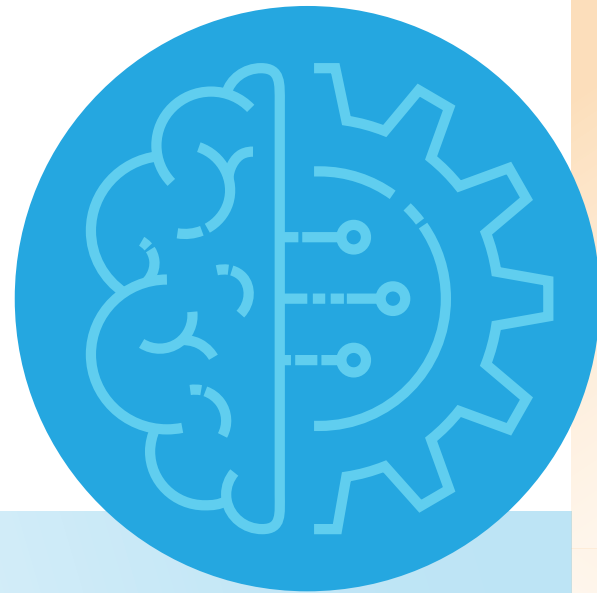


Computing Consumer Interest in AI

As artificial intelligence (AI) increasingly becomes part of the energy landscape, the Smart Energy Consumer Collaborative (SECC) wanted to understand how consumers feel about this emerging technology and gauge their expectations for potential applications. This Smart Energy Snapshot Survey explores consumers' familiarity with AI and studies interest around ways electricity providers could use AI.

56%

of consumers have experience with AI systems.



59%

of consumers want AI to send recommendations but prefer manual approval of each suggestion.

69%

of consumers who are interested in AI energy savings recommendations from their utilities report having experience with AI.

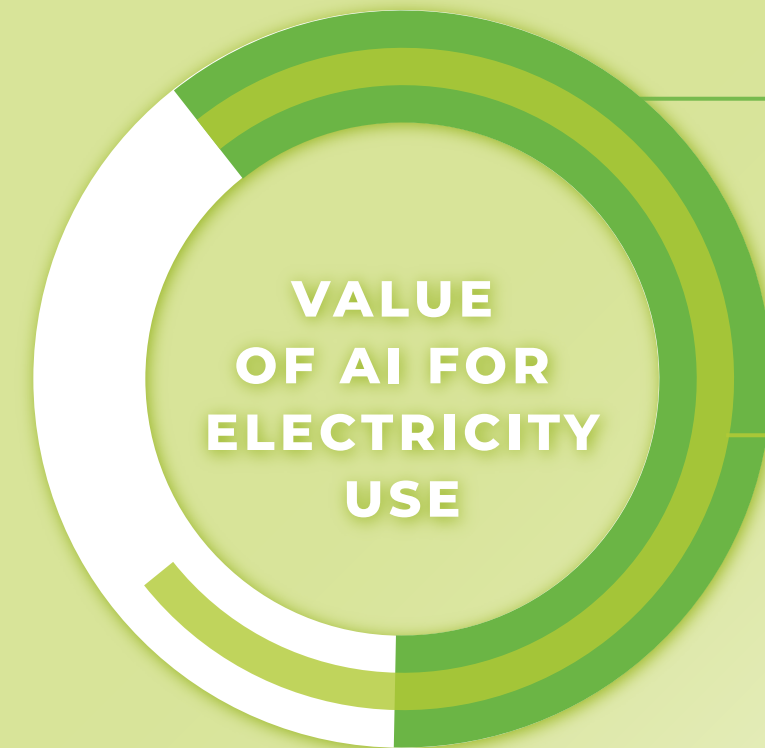
vs.

41%

of consumers who are not interested in AI energy savings recommendations report having experience with AI.

73%

have concerns with data privacy for AI related to electricity usage—with only minor differences based on experience with AI.



61%

of consumers believe AI systems would be valuable to their electricity use. This rises to

76% among consumers who are experienced with AI.

However, only **12%** of all consumers believe AI recommendations are very accurate.

Among those who have experience with AI, **16%** trust AI systems to be very accurate.

Of those that haven't used AI, only **6%** consider these systems very accurate.



Source: This online survey was fielded on June 21–24, 2024. There were 1,530 respondents, who are all Americans aged 18 or older. The data was weighted on age, gender and region to U.S. Census data.