



SMART ENERGY
SNAPSHOT SERIES

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Cooling High Summer Electric Bills

Following a period of record-setting heat across the United States, the Smart Energy Consumer Collaborative (SECC) conducted a survey to uncover how American families are dealing with the rising cost of cooling their homes. This Smart Energy Snapshot reveals insights for electricity providers and other stakeholders looking to better understand consumer openness to demand response programs.

78%

of households actively monitor their home cooling systems.

51%

of consumers have very or somewhat positive sentiments toward demand response programs.



62%

of Americans say that they are using central A/C to cool their homes. Only **50%** are using fans, and only **6%** say that they have a ducted heat pump, a highly efficient way to cool homes.

Among consumers who monitor their home cooling systems:

65%

would be willing to voluntarily adjust their cooling system in the summer.

33%

would participate in a utility-led demand response program.

Only **18%** of those who actively monitor their home cooling systems are unwilling to take part in a demand response program — compared to **24%** of all consumers.



58%

of all consumers have a programmable thermostat,

and



25%

have a smart thermostat.

Source: This online survey was fielded in August 2023. There were 1,516 respondents, who are all Americans aged 18 or older. The data was weighted on age, gender and region to U.S. Census data.