

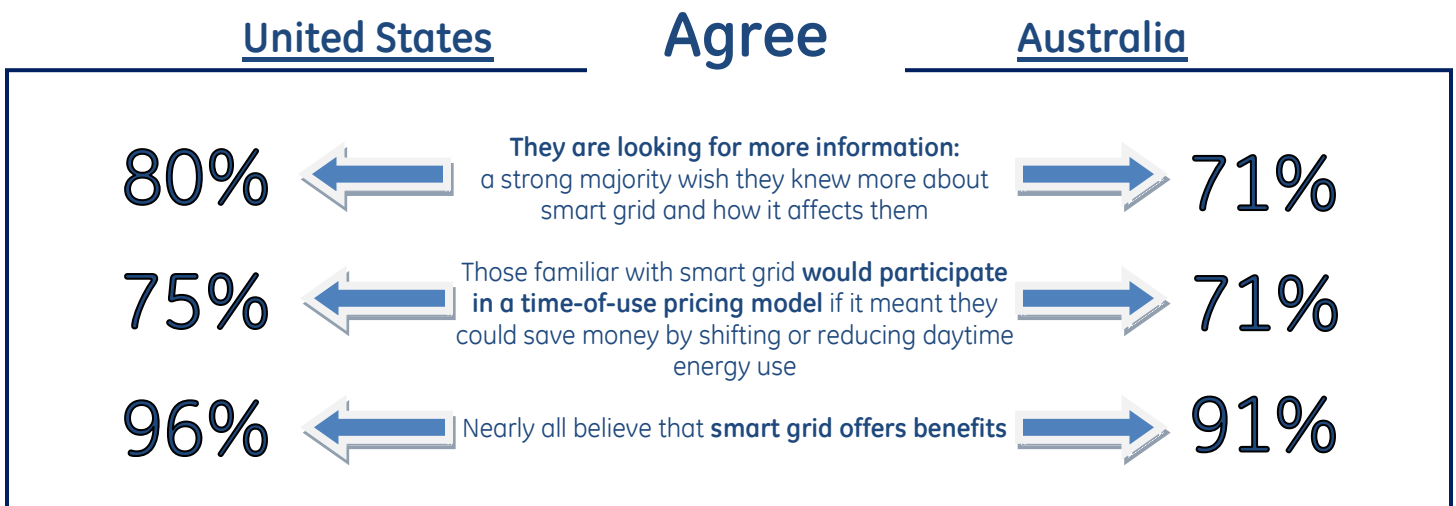
# Fast Facts: Comparing U.S. and Australian Consumer Impressions of the Smart Grid



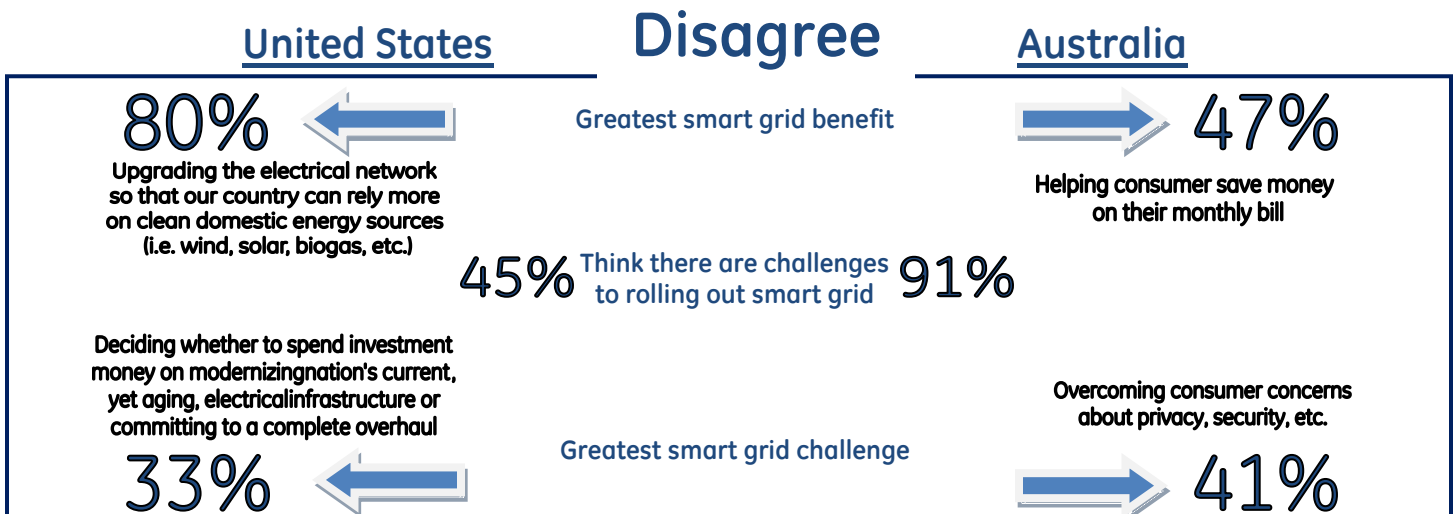
In March 2010, GE Energy commissioned a survey in the United States (U.S.) and Australia to better understand the general public's level of awareness and perceptions of smart meters and smart grids. Although Australian consumers may have more access than Americans to home renewable energy sources such as rooftop solar, they are not necessarily more aware of smart grid...

**Nearly three-quarters of consumers in both the United States (79%) and Australia (72%) are not familiar with the term "smart grid."**

In fact, less than **10%** of those surveyed in each country said they have heard of a smart grid and have a good understanding of what it is. However, we found that Americans and Australians who are familiar with smart grid share some common perceptions of its potential and the need for consumer education:



Yet, U.S. and Australian consumers don't necessarily agree on what smart grid's primary benefits may be, and whether or not their country faces any challenges in rolling out a smart grid...



GE Energy commissioned a consumer survey to better understand the general public's level of awareness and perceptions of smart meters and smart grids. The five-question omnibus survey was conducted in March 2010 by StrategyOne among a census representative sample of 1,000 U.S. consumers via telephone and 500 Australian consumers online. The margin of error for the sample of U.S. consumers (n=1,000) is + 3.1% at the 95% level of confidence. The margin of error for the sample of Australian consumers is plus or minus 4.2% at the 95 percent level of confidence.