**Summaries of three scientific articles**

Title: Consumers' perceptions of energy use and energy savings: A literature review

This 2018 article by Lesic *et al.* makes a literature review of 14 studies on the consumer perceptions of electricity use. It comes to four general conclusions:

1. People overestimate the electricity consumption of low energy appliances and underestimate the consumption of high energy appliances
2. To save energy, curtailment of use is more efficient than the use of more efficient appliances
3. People generally don’t know the electricity savings associated to different use strategies
4. Consumers use heuristics to assess energy use of specific appliances, whereby more numerate people seem to be more accurate in their predictions

<https://iopscience.iop.org/article/10.1088/1748-9326/aaab92>

Title: The residential demand for electricity by time-of-use: A survey of twelve experiments with peak load pricing

Faruqui and Malko assessed data from experiments conducted by the Department of Energy of Time-Of-Use electricity pricing with 6700 participants. The found that not only did the peak consumption drop, if consumers are aware of the higher price, these savings were then not cancelled out by off-peak consumption of energy. They also note that high energy users were more inclined to reduce their consumption than low energy users.

<https://www.sciencedirect.com/science/article/pii/036054428390052X?via%3Dihub>

Title: Electricity awareness and consumer demand for information

This study by Gianluca Trotta from 2020 which involved 184 people, mainly from Vaasa, Finland came to three general conclusions:

1. “[T]he level of consumer’s awareness about electricity bills, prices and costs is low.”
2. “[C]onsumers with higher levels of awareness about electricity bills, prices and costs tend to consume less energy.”
3. “[M]ore than 70% of the “electricity unaware” respondents are willing to receive additional information to improve their knowledge about energy consumption and how to save energy.”

<https://onlinelibrary.wiley.com/doi/epdf/10.1111/ijcs.12603>

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