

POWER TO THE PEOPLE

THE 2017 SMART CITIES STUDY

Silver Spring Networks 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!

Silver Spring
NETWORKS



52%

Know about smart street lighting.

The **#1** choice for most familiar smart city application.



#2 Ride sharing



#3 Utility metering



#4 Traffic management



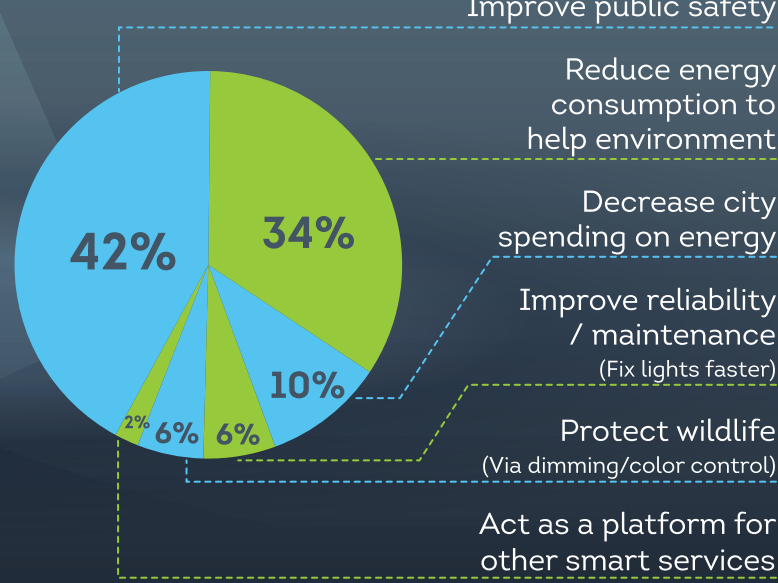
#5 Parking management



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%

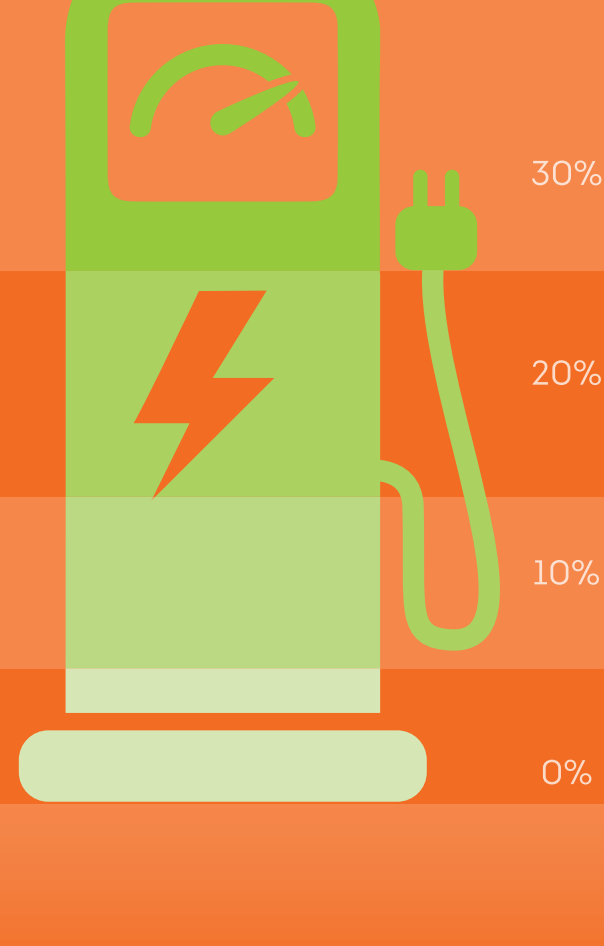
(Save money and resources)

Quality of life — 21%

(Improve mobility and convenience)

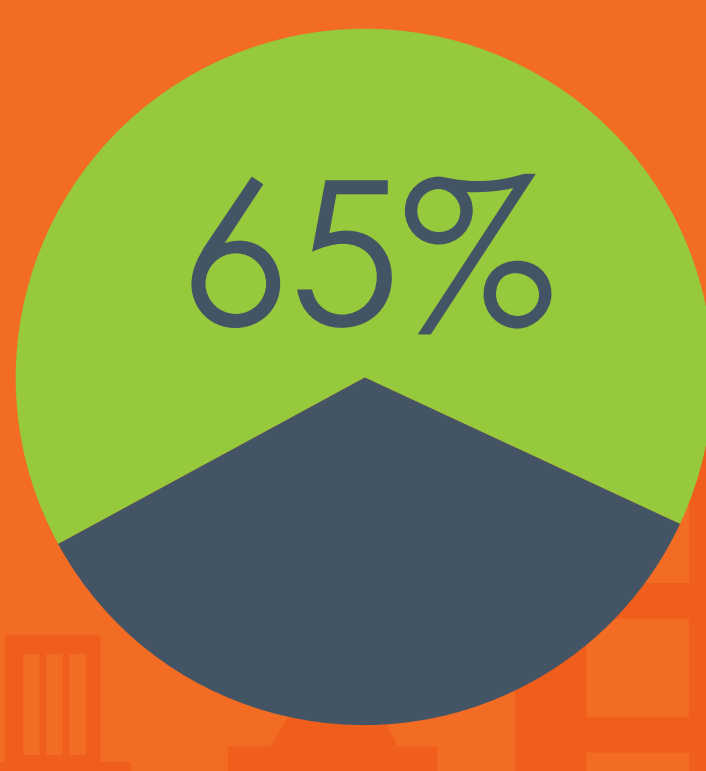
Safety — 14%

(Improve visibility through lighting, video monitoring)



65% say living in a smart city is important.

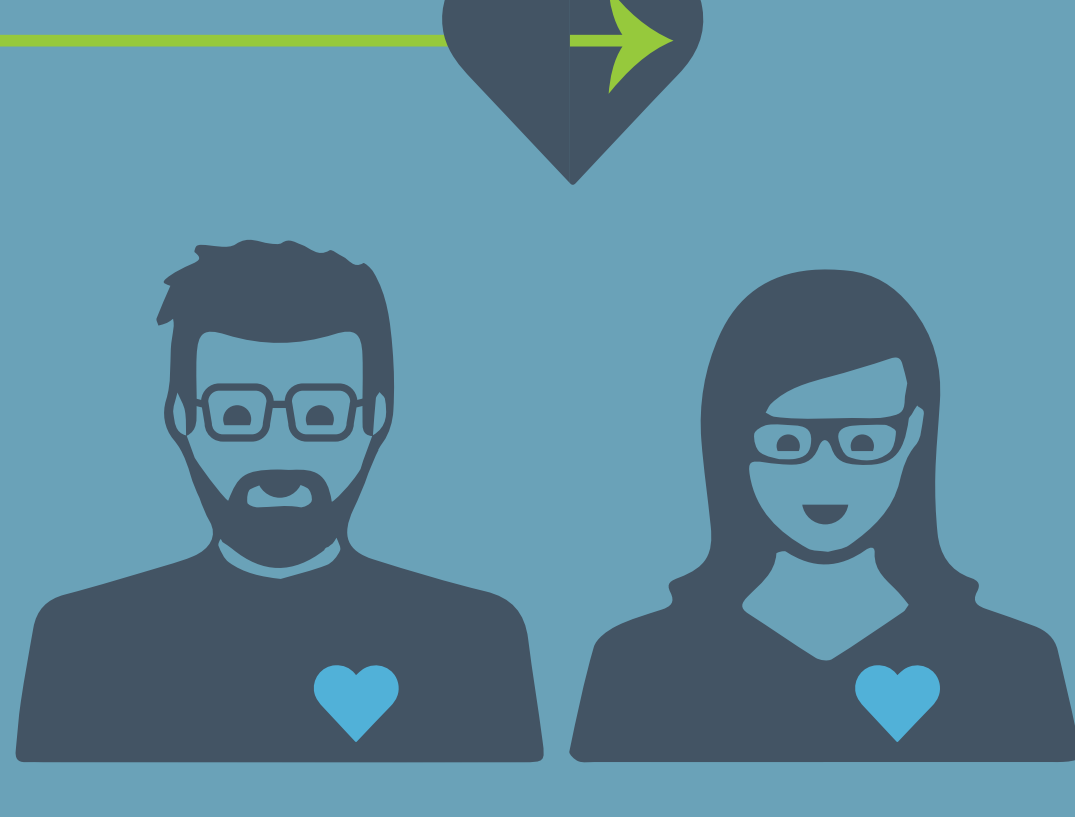
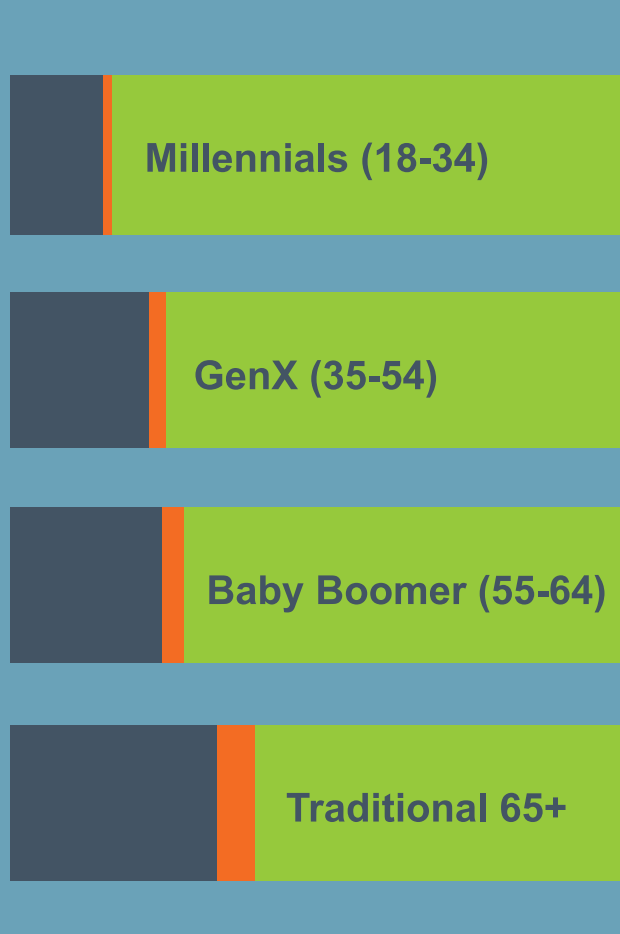
The vast majority see value in smart city technologies.



50% expect to see daily impact within the next 1-3 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.