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Reconnaissance Market Research
Formerly
HINER & PARTNERS, INC.

Flick Power
Gen I Product Test Report

January 17, 2024

Contents

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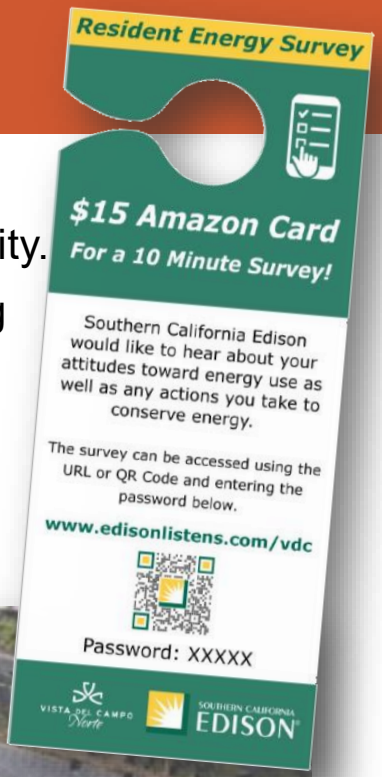
Methodology

- An online survey was conducted Dec 6th – Dec 17th with residents of the Vista Del Campo Norte community.
- Door hangers were left on every door of the community and advertised a $15 Amazon card for completing the survey
  - 275 housing units had Flick Power devices installed. 82 of the 275 responded to the survey (30% response rate).
  - The remaining 269 housing units did not have devices installed. 90 of the 269 responded to the survey (33% response rate).



Methodology – Final Audit

- After completion of the survey, an audit was done to confirm the status of the Flick Light Switch in those units that responded to the survey.

- Of the 82 dwelling units that completed the survey and had the device originally installed:
  - 40 units no longer had the device installed and it was replaced with a standard toggle switch.
  - 25 units still had the device installed, but the device was unable to access the internet due to an ISP change at some point in the year. Without being able to access the internet, the devices could not function properly and simply flashed white.
  - 17 units were unable to be checked, but it is assumed those devices were either removed or not working as well.

Summary of Findings

- Nearly all students with Gen I device installed were aware of it and most were familiar with the meanings of the color changes, even though it was not functioning

- Half of students with a previously-functioning Gen I device took actions to reduce usage when there was a color change

- Next Gen device needs to proactively communicate when not functioning

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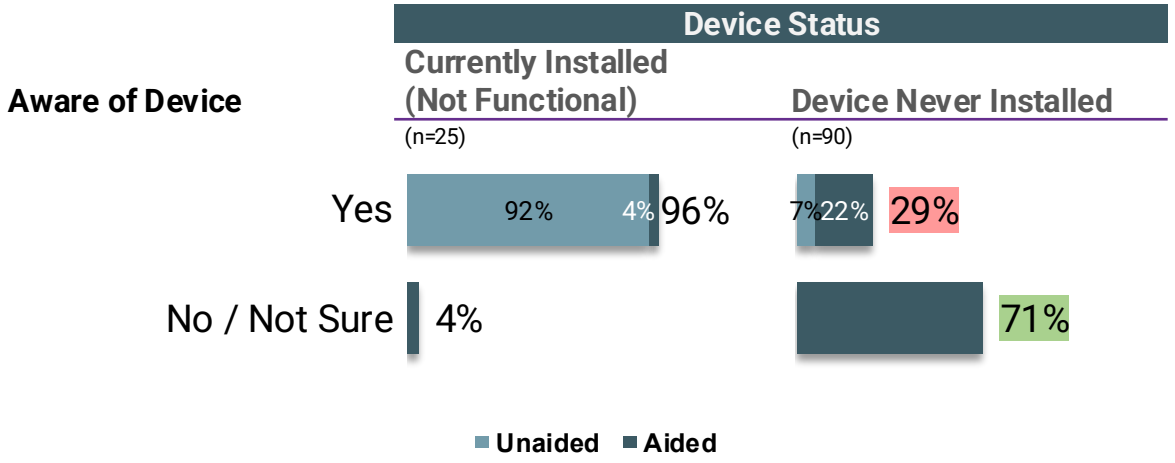
Aware of Device

- Almost all students living in units with the device installed were aware of it.
  - One student needed reminding what the device looked like
  - One student still did not see the device installed



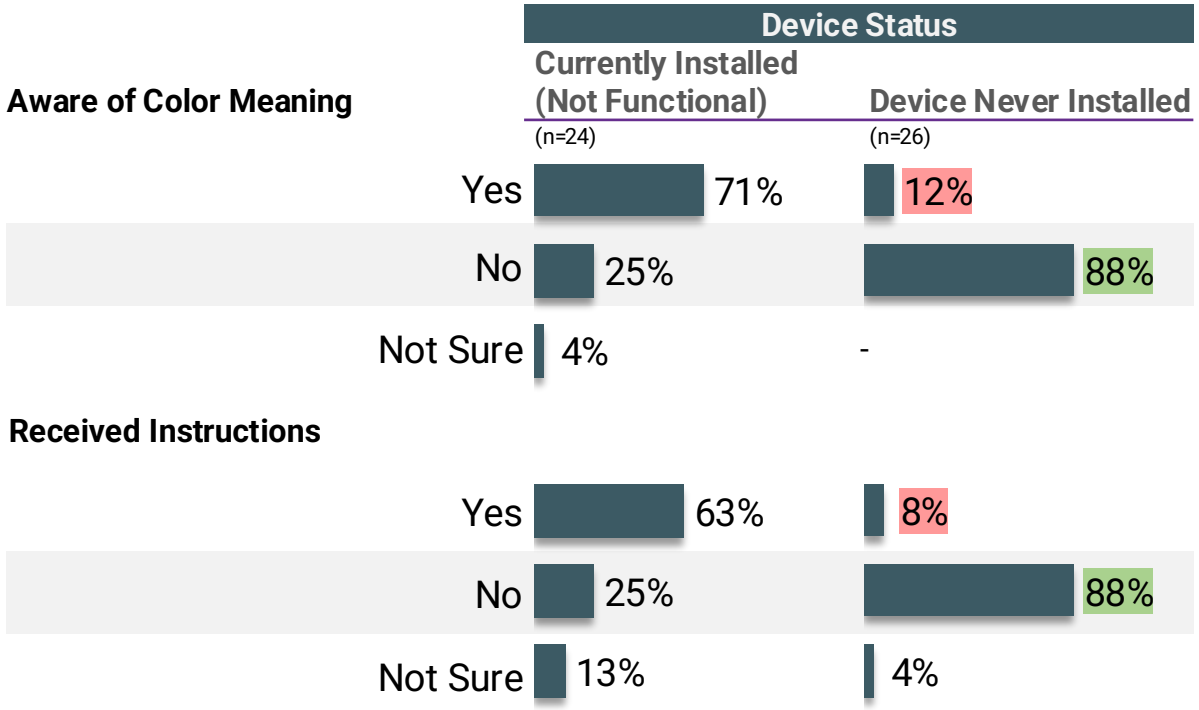
QW1 - Our records indicate a Flick Power light switch was installed in your apartment. This is a light switch that sends signals in the form of colored lights to show the price of electricity: green (lowest price), orange (moderate), and red (most expensive). It serves as a reminder that rates are high and nudges you to shift usage if you can hold off. Were you aware that this Flick Power light switch was installed in your home?

QW1b – [NO TO W1] Please look around your apartment. Sometimes this device is installed near the entrance to your apartment, near the thermostat or in the foyer between kitchen and living room. Now that you've looked around, have you been able to locate this device?

*Shading indicates a significant difference at the 90% confidence level.

Aware of Device Colors / Received Instructions

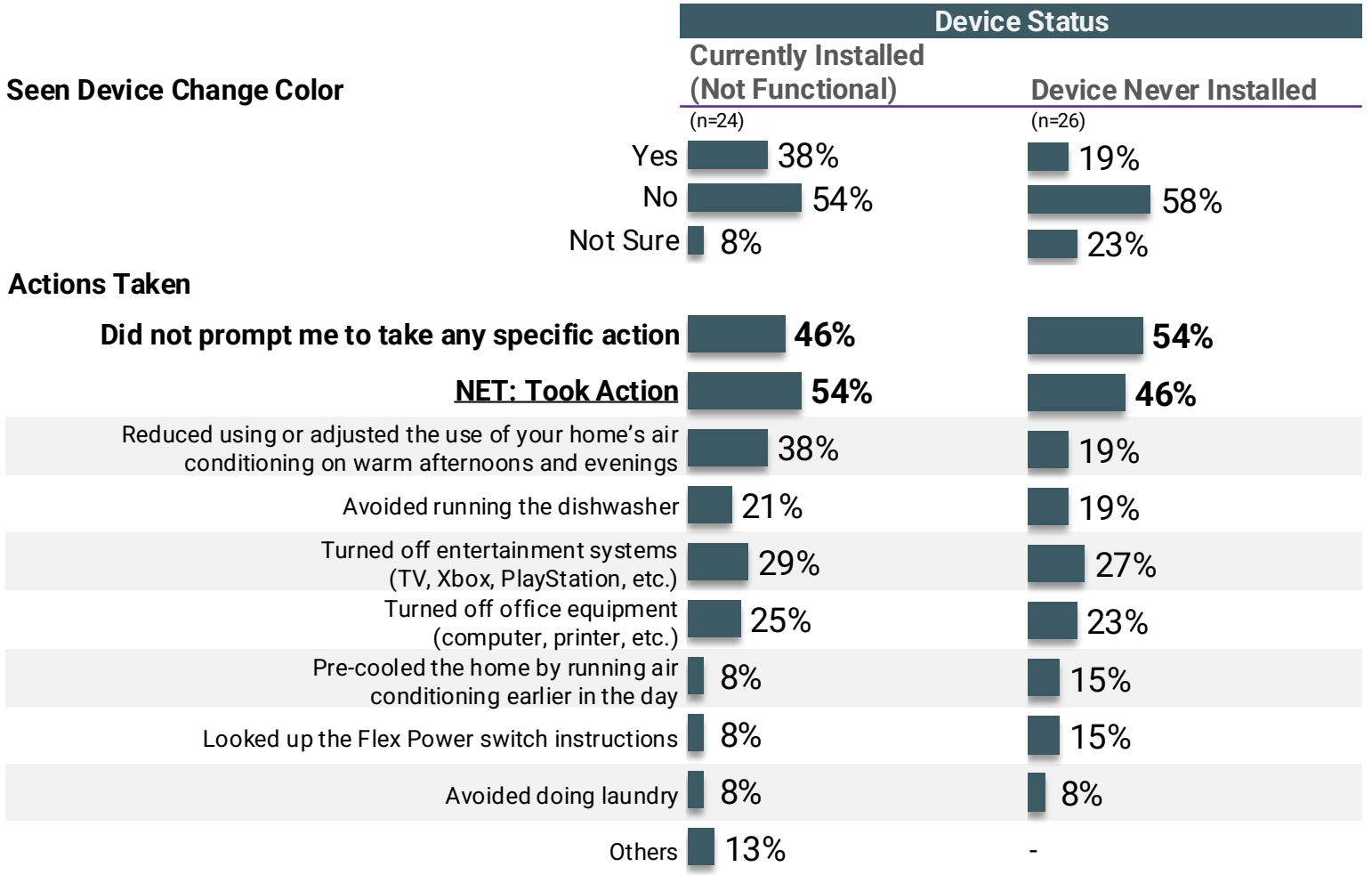
- Most students (71%) that were aware of the device were also aware of the different color meanings.
- Two out of three also recall receiving instructions on the light switch.



QW2 – [AWARE OF DEVICE] Before today, were you aware of the meaning of the different colors?
QW3 - [AWARE OF DEVICE] Have you received any instructions or information about the Flick Power light switch?
*Shading indicates a significant difference at the 90% confidence level.

Response to Device Changing Color

- Less than half (38%) of those aware of the device report ever seeing the device change color.
- Surprisingly, one out of five (19%) of those without the device still report seeing the colors change.
- Of those that saw the colors change on the device, over half (54%) took action to reduce/shift their energy usage.

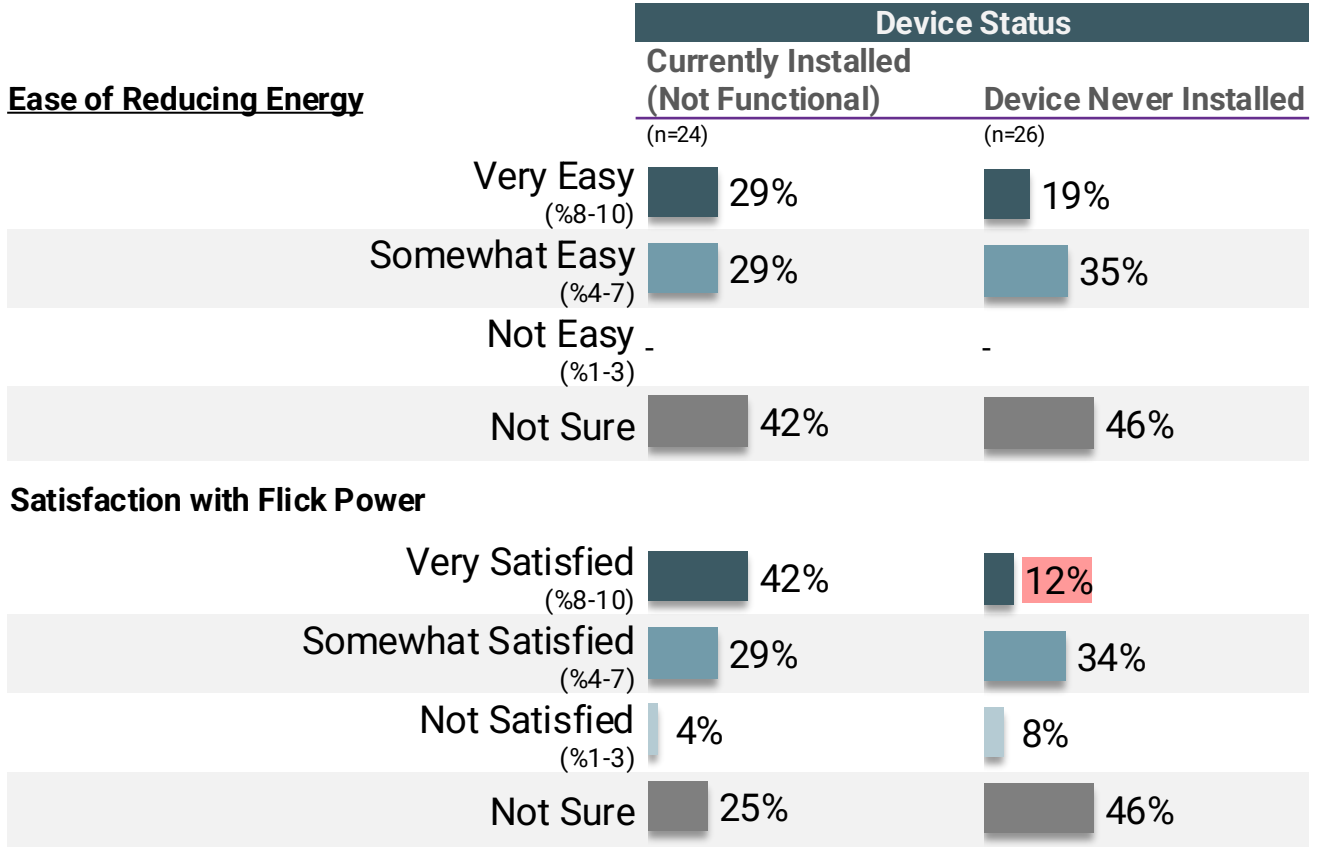


QW5 – [AWARE OF DEVICE] Have you seen the Flick Power light switch changing color, indicating that you are or were in a peak period and energy rates and carbon emissions were higher?
QW6 - What action(s) did you or others in your apartment take after seeing the light switch change color?

*Shading indicates a significant difference at the 90% confidence level.

Aware of Device Colors / Received Instructions

- None of the students found it difficult to reduce their energy use when the switch turned red.
- The majority (71%) of those with devices installed are satisfied with them.



QW7 – [AWARE OF DEVICE] How easy was it to reduce your energy use when the Flick Power light switch color turned red?
QW8 - [AWARE OF DEVICE] Overall, how satisfied are you with the Flick Power light switch?

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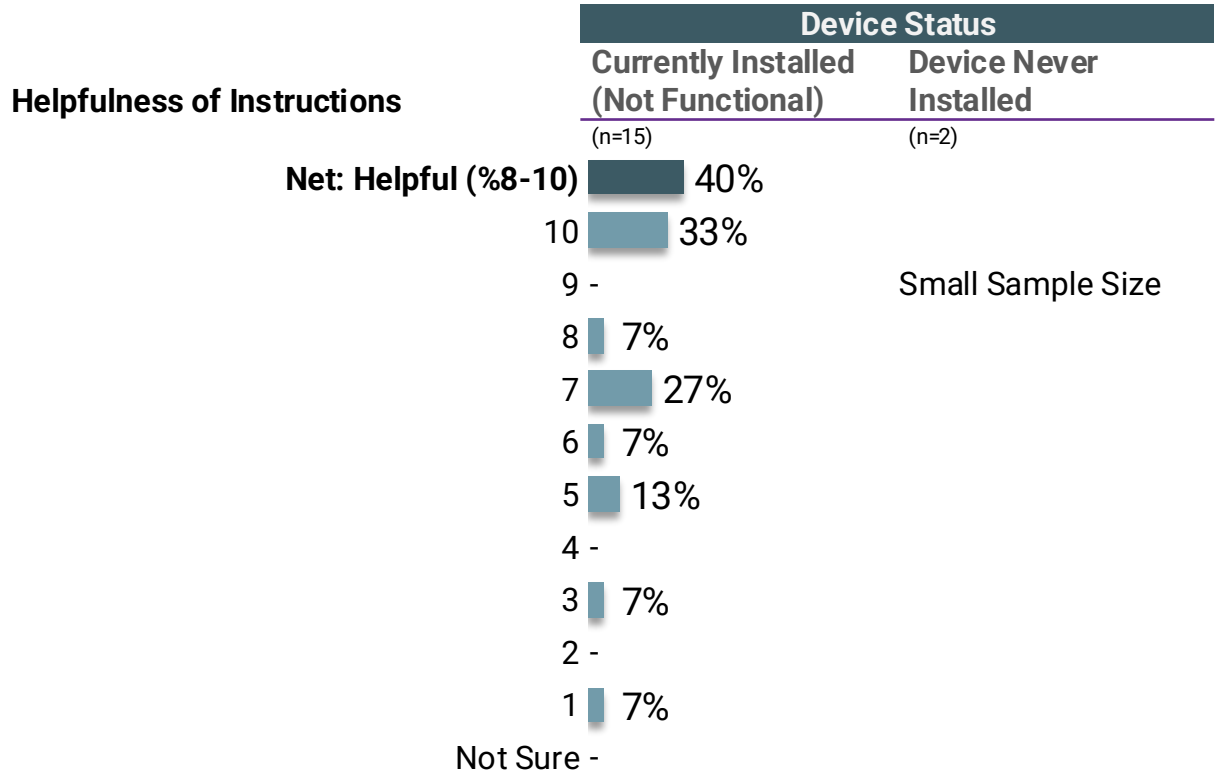
Helpfulness of Instructions

- Less than half (40%) of those that received instructions found them helpful.



QW4 – [RECEIVED INSTRUCTIONS] How helpful did you find the information given on the Flick Power light switch?

*Shading indicates a significant difference at the 90% confidence level.

Aware of Device Colors / Received Instructions

- Suggestions on how to improve the device include having more of them around the house and also being able to display a message.

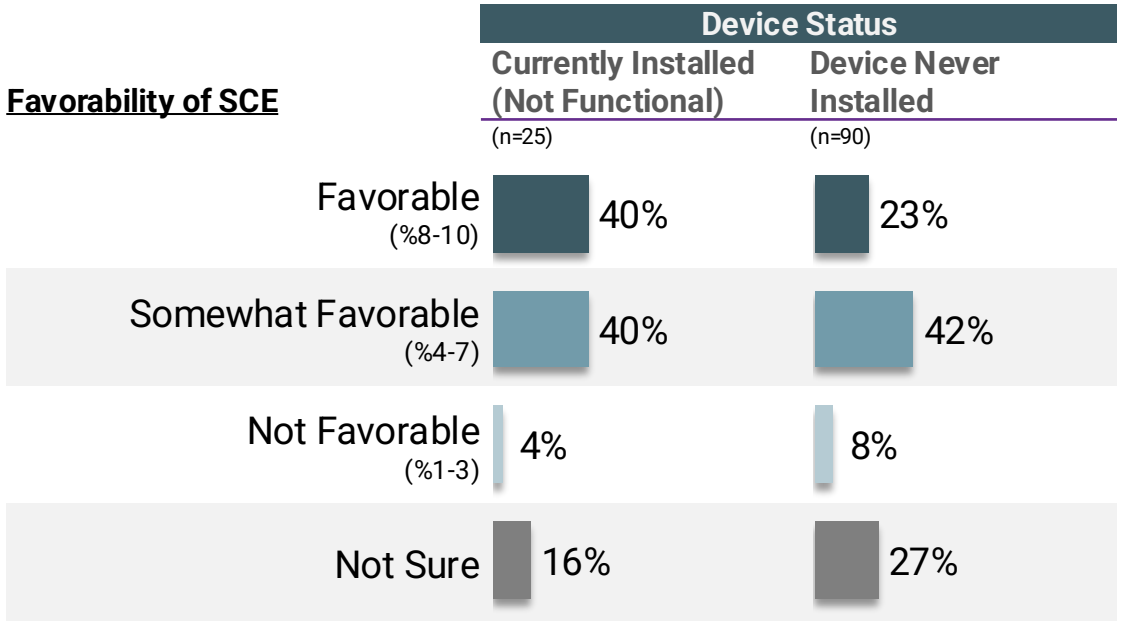
Comments for Improvement
Device Currently Installed and Aware of Device
Have the indicator throughout the house and not just living room.
Having one in every room would allow us to easily see the warnings instead of only when leaving our rooms and going to the front door.
I am not sure if we received a defective one, but I have not seen it change colors at all since living here in June 2023.
If the switch told you how much electricity you were producing so that you could smartly choose what appliances or devices to stop running so that you could save energy more efficiently.
Improve the information cards or be able to connect it to some form of notification program.
It does not need improvement.
It is used for only the living room light which is not used often so we do not know if we are using a lot of electricity overall. The light is also always white, I've never seen any other color. I don't know if it's functioning properly or not.
Make the knowledge about the light colors more available. None of us knew that it had a purpose.
Not sure, it's been a good experience thus far.
There should be more detailed instructions next to the switch. I believe the instructions more so imply that the colors represent the apartment's current energy use, so we cut down on it when it turned red, though that wasn't the actual meaning.

QW9 – [AWARE OF DEVICE & CURRENTLY INSTALLED] How could the Flick Power light switch experience be improved?

*Shading indicates a significant difference at the 90% confidence level.

Favorability of SCE

- Those with the device were directionally more favorable vs those without the device (80% vs 65%).



QD1 - Suppose you were to talk with friends, family, or co-workers about Southern California Edison . Would your comments be favorable or unfavorable?

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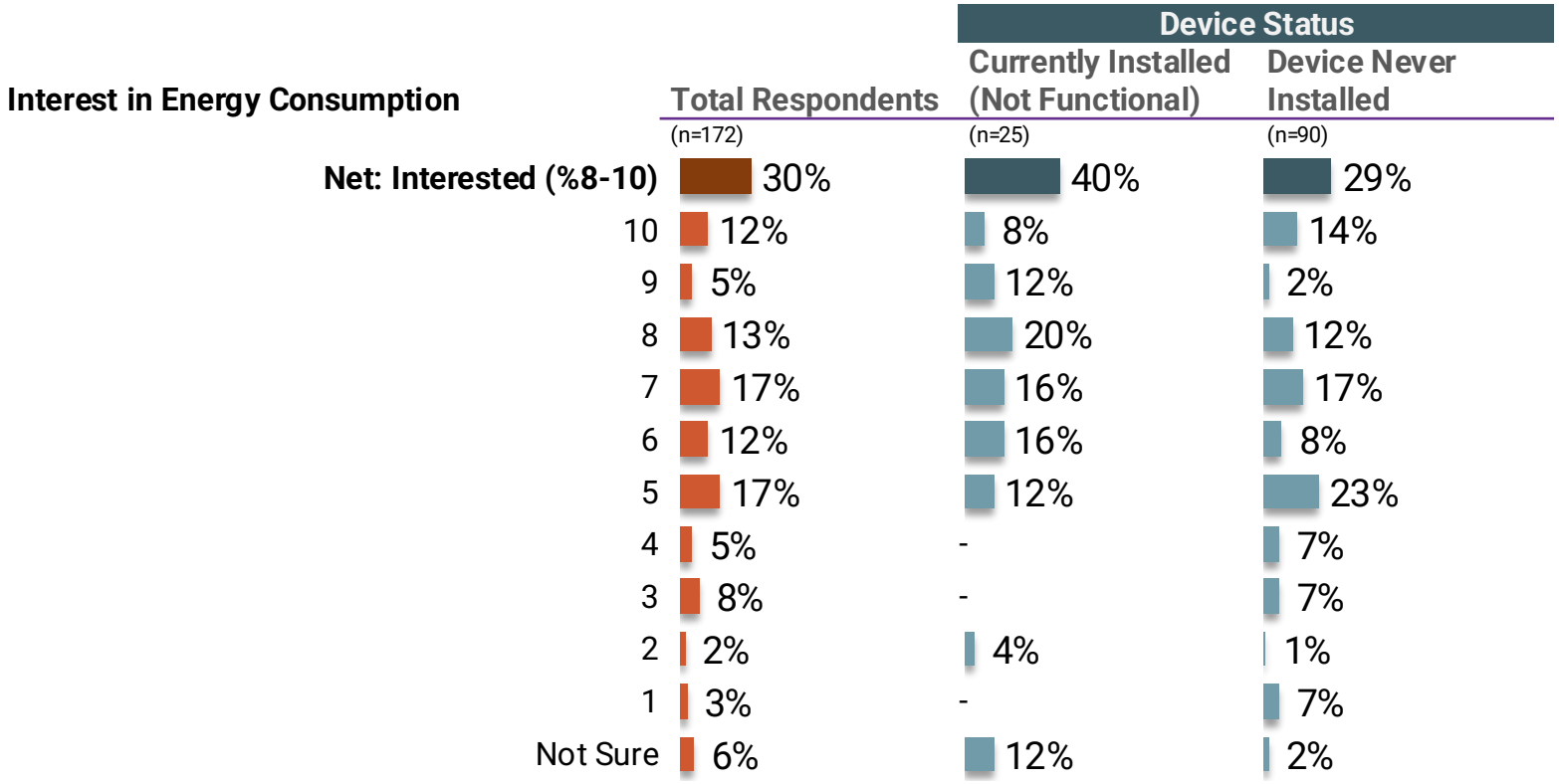
Interest in Energy Consumption

- As expected, interest in energy consumption is relatively low among students who don't pay their energy bill.

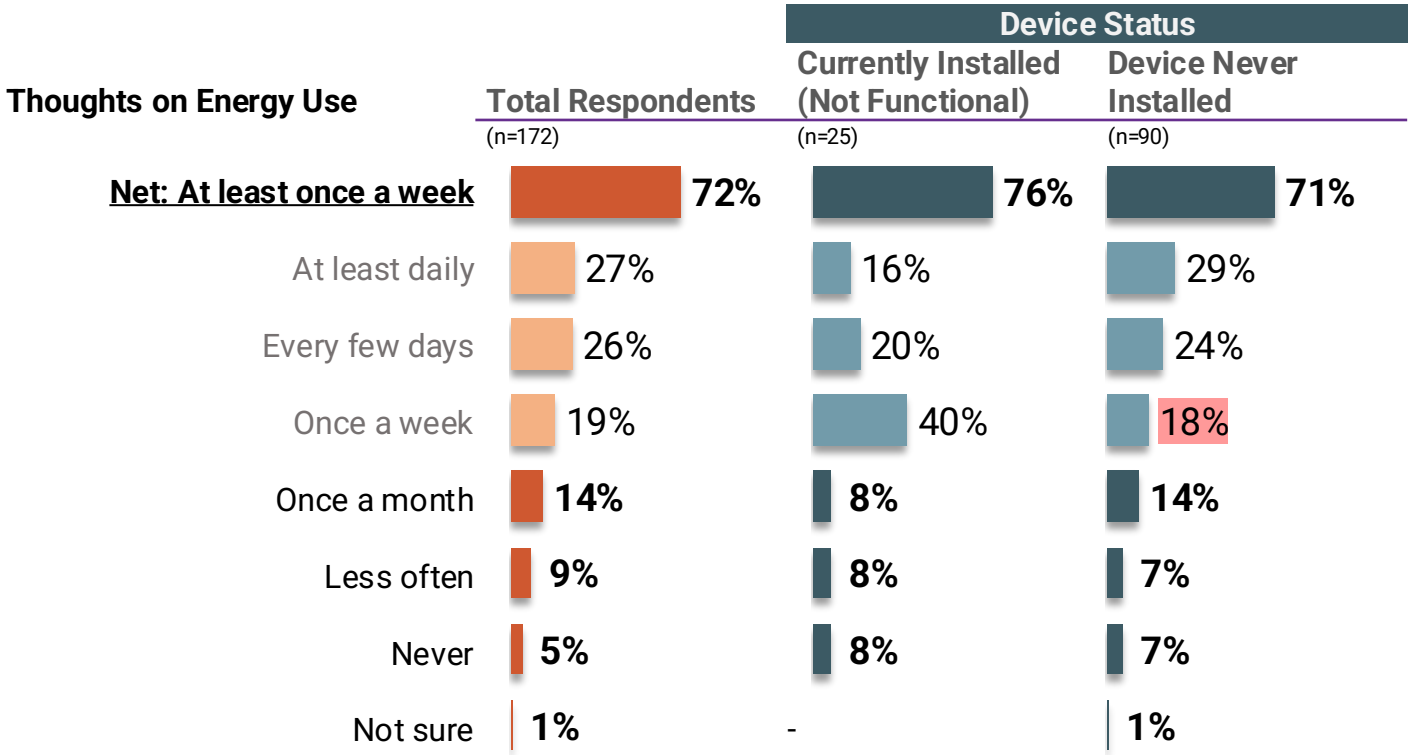


Q1 - How interested would you say you are in lowering the energy consumption of your apartment?

*Shading indicates a significant difference at the 90% confidence level.

Frequency of Thinking about Energy Usage

- Nearly three out of four students think about their energy use at least once per week.

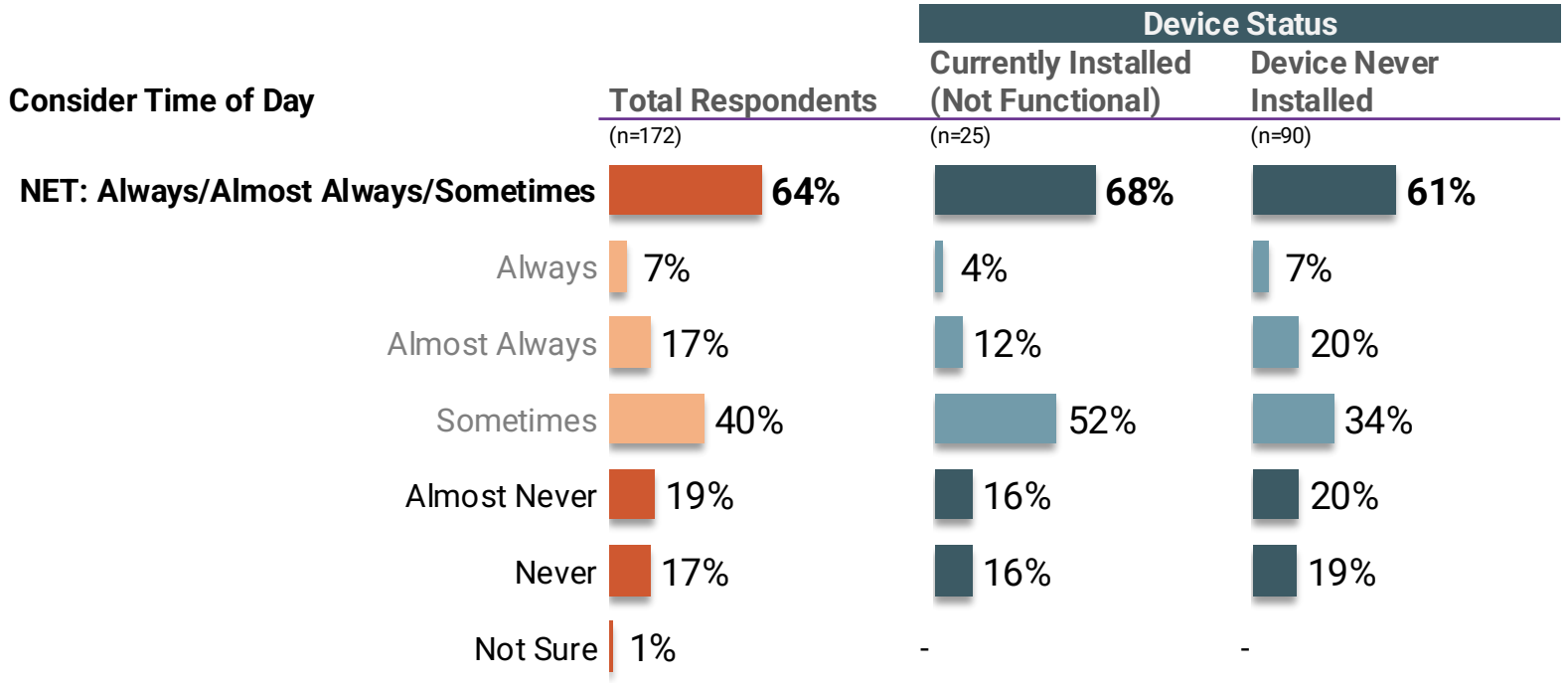


Q2 - How often would you say you think about how much electricity your apartment uses?

*Shading indicates a significant difference at the 90% confidence level.

Consideration of Time of Day When Running Appliances

- The majority of students (64%) at least sometimes consider the time of day when deciding when to use appliances.

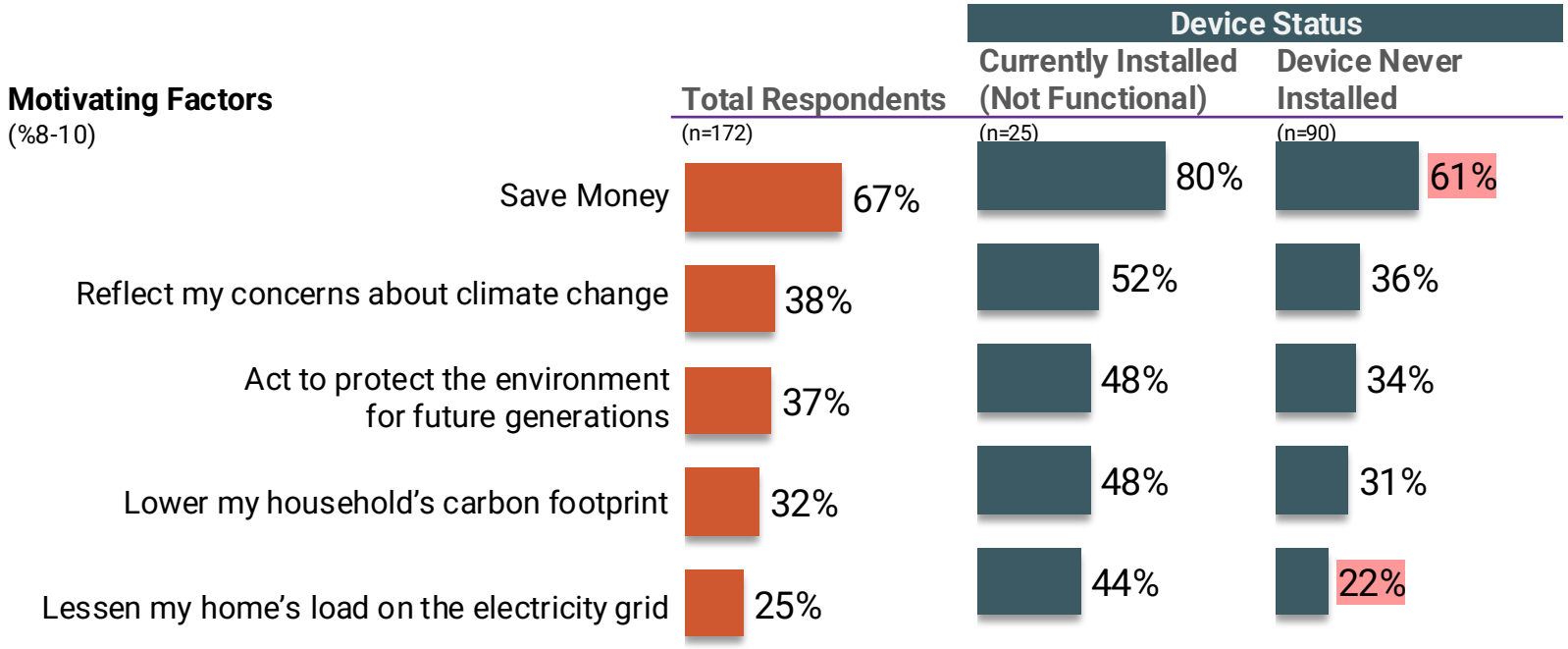


Q3 - Typically, how often would you say you consider the time of day when deciding whether or not to run appliances such as your dishwasher, washer/dryer, air conditioning, etc.?

*Shading indicates a significant difference at the 90% confidence level.

Motivating Factors to Lower Energy Use

- Even though the students don't pay their own electric bill, the largest motivating factor to lower their energy use was to save money.
- Students living in a housing unit with the Flick Power device installed were significantly more motivated by saving money than those without the device.

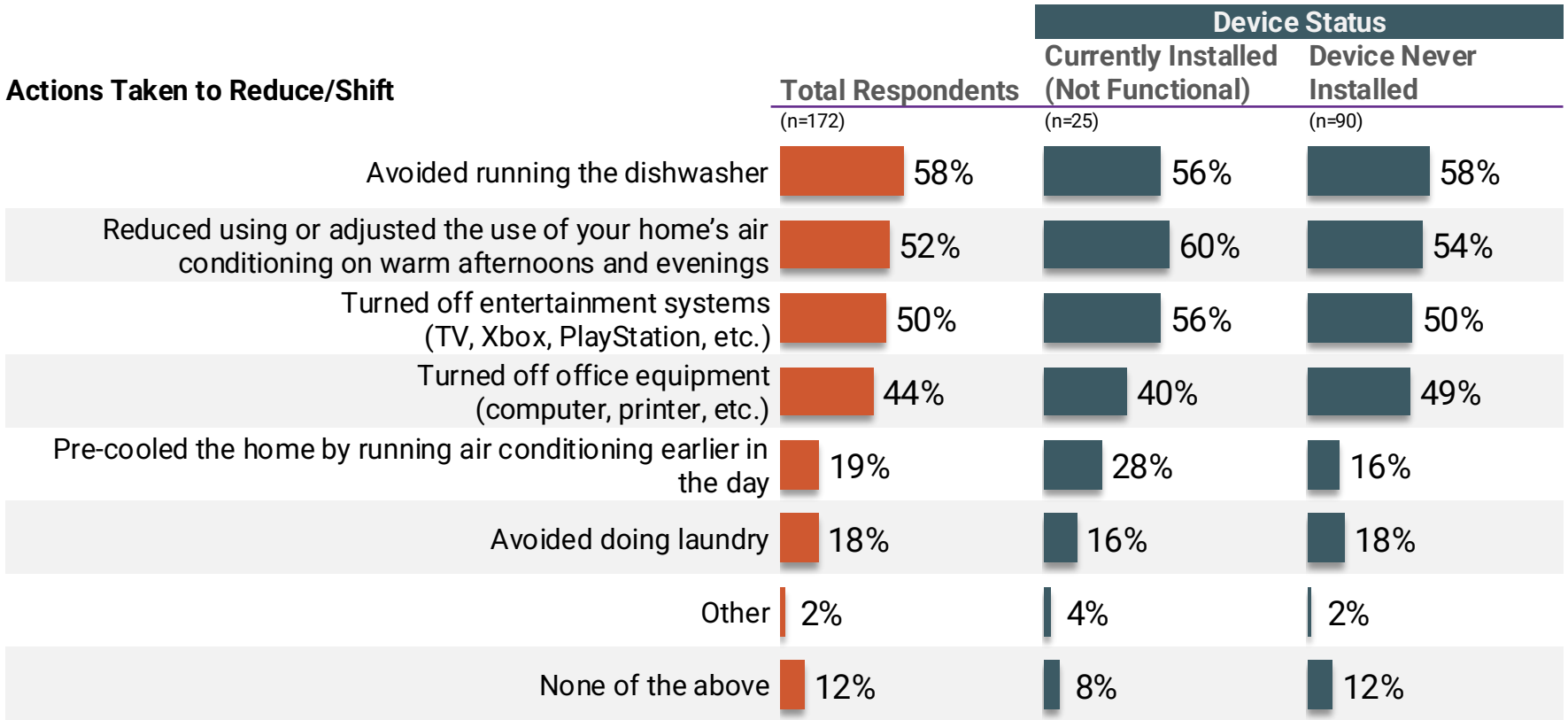


Q4 - How motivating might each of the following be for you to use less electricity in your household? A desire to...

*Shading indicates a significant difference at the 90% confidence level.

Actions Taken to Reduce / Shift Usage

- Over half of all students mentioned avoiding to run the dishwasher, reducing their AC, turning off their entertainment systems and turning off their computers in order to shift their energy usage.

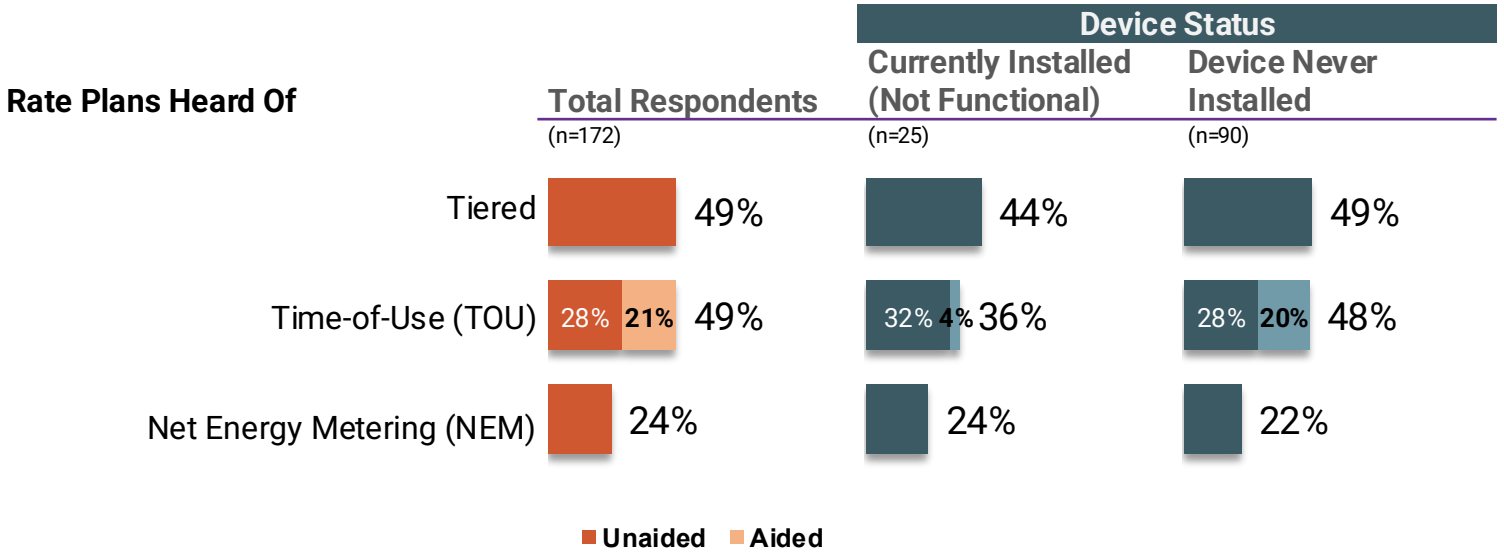


Q5 - Which, if any, of the following actions have you taken during the recent past to reduce or shift your household's electricity usage in the late afternoon and early evenings , even if you only took the action occasionally?

*Shading indicates a significant difference at the 90% confidence level.

Rate Plan Awareness

- Approximately half of the students had heard of either Tiered rate plans or TOU.



Q6 - While you don't directly pay your own utility bills in this community, which of the following types of rate plans for resid ential electricity use have you heard of?

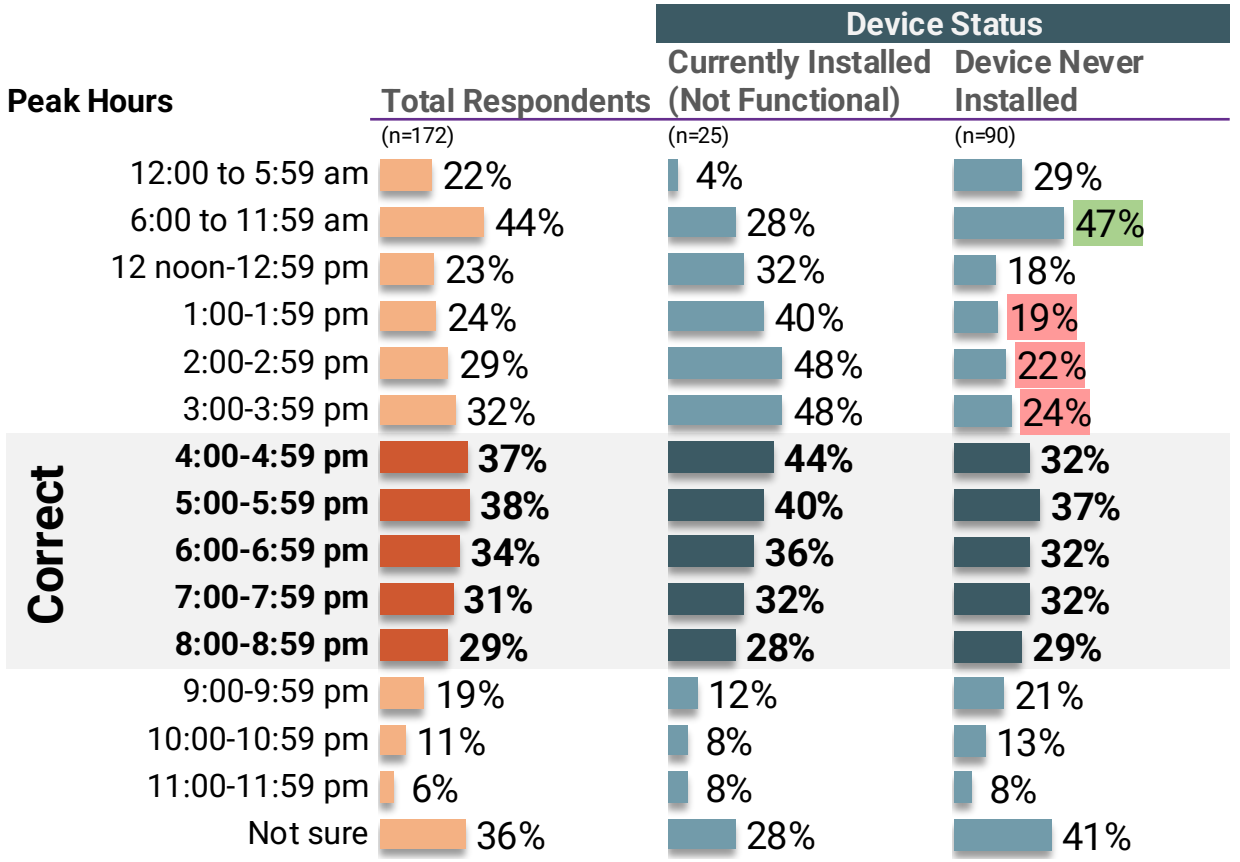
Q7 - Rates on a Time-Of-Use (TOU) plan are based on the time of day and the season. Electricity prices are typically lower early in the day, overnight, and on the weekends. By taking advantage of lower rates during off-peak and super off-peak periods, you can avoid higher weekday rates when energy resources are in demand.

After reading this description, do you recall hearing about Time-of-Use rate plans prior to this survey?

*Shading indicates a significant difference at the 90% confidence level.

Peak Hour Awareness

- Significantly more students with the device installed incorrectly identified peak hours between the hours of 1pm and 4pm.
- Additionally, students without the device installed incorrectly identified 6am to 12pm as peak hours

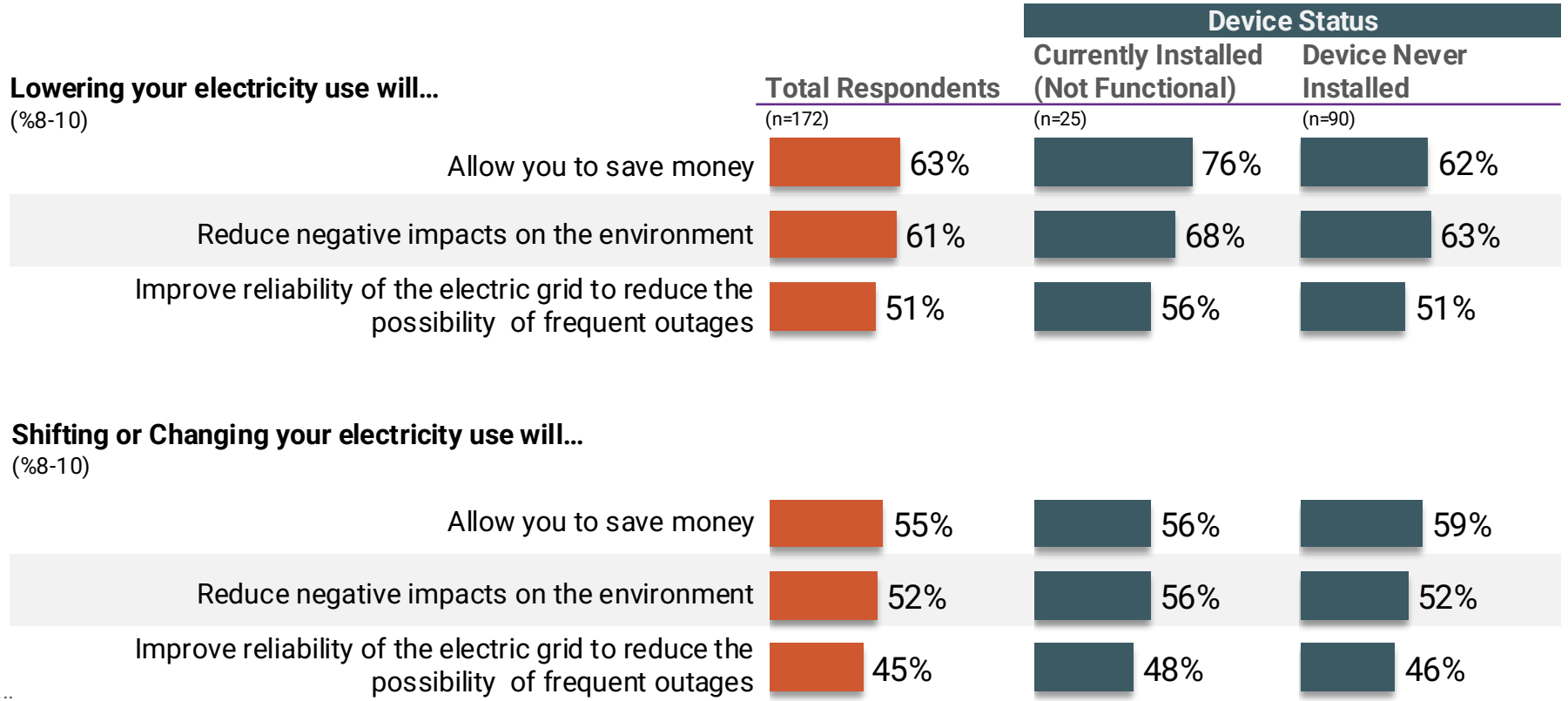


Q8 - Peak hours are when the price of electricity is higher. On the Edison Time-of-Use rate plan, during what hours is electricity most expensive?

*Shading indicates a significant difference at the 90% confidence level.

Benefits of Lowering / Shifting Electricity Use

- Saving money and helping the environment are the top possible benefits to reducing/shifting usage.



Q9a - Lowering your electricity use will...
Q9b - Shifting or changing the time you use electricity use will...

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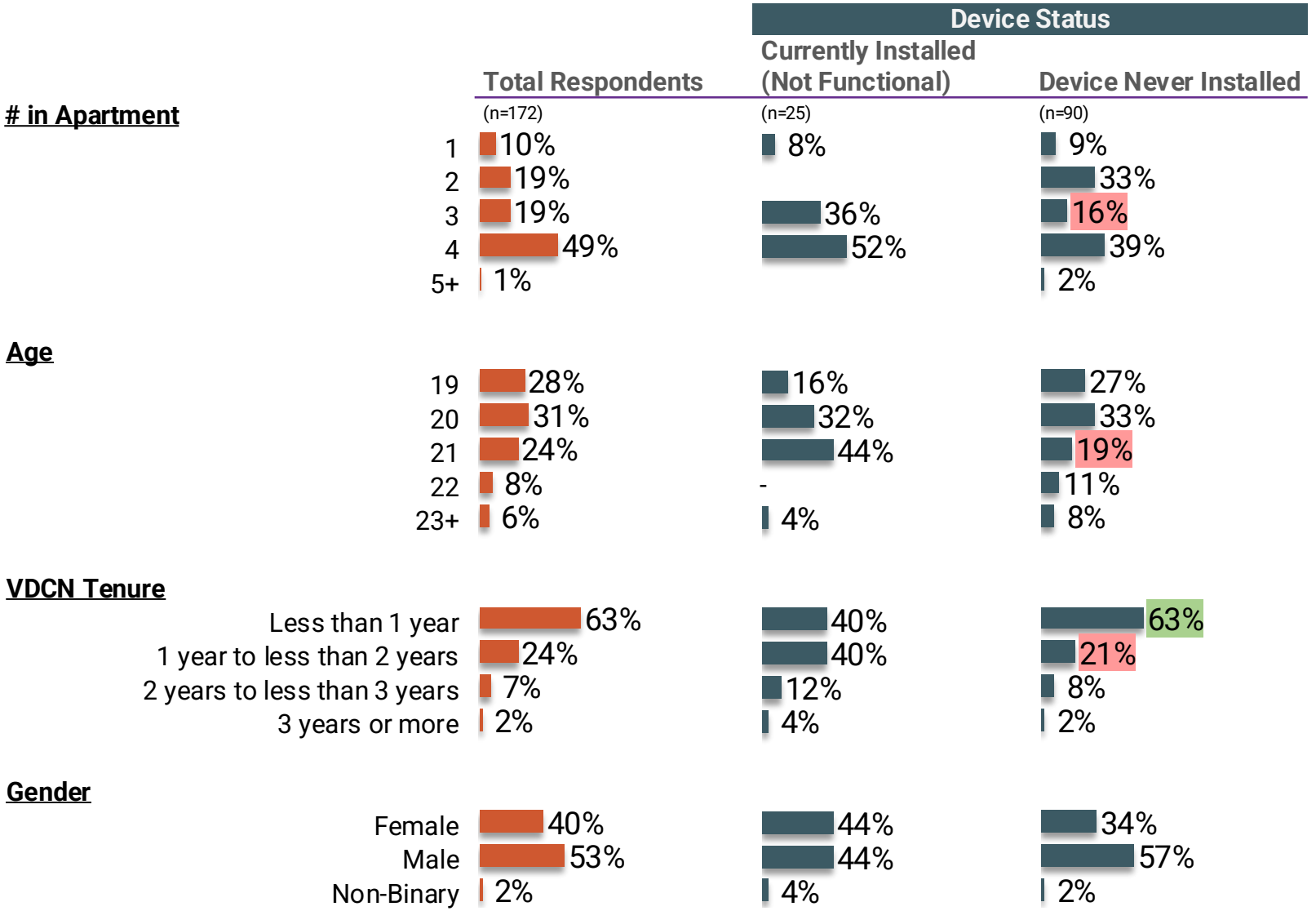
Demographics



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Questions?

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