



WHITE PAPER

# Seasonal Savings

Results from summer 2013

Nest Labs, Inc.  
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# 1. Introduction

Many energy companies offer behavioral change programs, which encourage people to adjust their behavior to help save energy. Traditionally, these programs involve generic flyers reminding people to do things like turn off the lights or shut off the thermostat when they aren't home. While the spirit of these programs is right, they rely on the customer to change or remember to do the right thing, every day. In many cases, because the flyers are generic and don't take into account the specific home and family profiles, the tips simply don't apply and many people ignore the flyers altogether.

Nest Seasonal Savings is a highly actionable, personalized, and effective program that automatically saves energy without sacrificing comfort or requiring daily behavioral changes. Based on information about each home and the associated heating or cooling schedules, Nest determines which customers could benefit from the program and then sends those eligible customers personalized energy savings estimates. When customers opt into Seasonal Savings, the Nest Learning Thermostat adjusts temperature set points over a period of several weeks to create an efficient schedule while allowing people to adjust to slight temperature adjustments.

Seasonal Savings uses customer preferences and occupancy patterns to optimize heating and cooling schedules. The program is highly adjustable and settings can still be changed at any time – Seasonal Savings doesn't lock users into a schedule and in fact, the program becomes even more personalized when people change the temperature.

In 2013, three Nest Energy Partners offered the Seasonal Savings program: Austin Energy (AE) and Southern California Edison (SCE) in May and Green Mountain Energy Company in July. While these results represent data from actual Nest Partner programs, savings may vary based on a number of factors, including a customer's energy use, utility rates and plan. Savings numbers are not a guarantee.

Highlights:

- These schedule shifts resulted in a 4.7% average reduction in AC runtime.
- Two months after completing the Seasonal Savings program, customers retained a time-normalized average schedule temperature shift of 0.5 °F.
- 95% of surveyed customers felt they still had complete control to adjust the temperature. 89% of customers indicated feeling at least as comfortable as before.

The full report is available to existing and future Nest partners by contacting Nest at [nest.com/contact/energy-partners](https://nest.com/contact/energy-partners)

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