



The Finns as electricity consumers and prosumers: readiness for the demand response and self-generated electricity production

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1. Abstract [*Full text available in Finnish, see: <https://el-tran.fi/analyysit/>*]

The study analyses Finns' willingness to bring into use new solutions of the electricity use, readiness to reduce their electricity bills by their own measures, and their interest in the demand response and electricity production. The research material was based on postal and Internet survey conducted among a random sample of 18-75-years-old Finns in 2016.

Three fifths of Finns were interested in testing new solutions of electricity use. The most popular expedient for reducing the electricity bill was clearly replacing old electrical appliances with new ones. The second most popular measure was to reduce own electricity consumption when electricity consumption is at its peak nationwide which creates the prerequisites for developing the demand response. As much as seven out of ten Finns would be ready to reduce their electricity consumption during the peak load.

Moreover, Finns' readiness to become electricity producers in their own homes was relatively large. When inquiring about the willingness to use different means to reduce their own energy bills, two-fifths were likely ready to invest in their own electricity production.

All in all, Finns' attitudinal willingness to reduce their electricity bills by their own measures was relatively high and their attitude on the demand response and the self-generated electricity production was positive. However, the challenge for decision-makers and actors in the energy sectors is how this attitudinal readiness can be realized in household energy solutions.