



# The **Top Six Trends** of 2013

See what had you talking this year



## 1 | Top Trending Topic: Energy independence

We made way for cleaner, more efficient energy centers powered by U.S. natural gas. And you “liked” it.



YouTube  
**111,450**  
VIEWS

**f** Likes:  
**1,976**

**f** Shares:  
**86**

**f** Comments:  
**200**

**WATCH DEMOLITION**  
» [FPL.com/watchdemo](http://FPL.com/watchdemo)

## 2 | Top Least Known Fact: FPL uses solar energy

We’re changing Florida’s energy today to create a better tomorrow by **using our state’s own sunshine** to help produce clean electricity that powers **your home**.

**3**  
**SOLAR**  
**POWER**  
**PLANTS**



LEARN HOW OUR SOLAR POWER PLANTS SERVE YOU » [FPL.com/solar](http://FPL.com/solar)

## 3 | Top Energy Myth Busted: Which helps you save?

**197,803**  
READ IT

Adjusting A/C throughout the day?

VS.

Leaving it the same temperature?

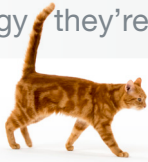
SEE THE ANSWER FROM OUR EXPERT  
» [FPLblog.com/ACsettings](http://FPLblog.com/ACsettings)



4 | Top Tech Trend: Taking control of your energy use

675,000

Used Online Energy Dashboard to see how much energy they're using



64,000

Took Online Home Energy Survey to find new ways to save



SEE HOW YOU CAN SAVE >> [FPL.com/petproject](http://FPL.com/petproject)

5 | Top Mobile Trend: Using mobile services on-the-go



270k

FPL customers used their mobile phone or smart device to:

Pay their bill

View account

Report an outage

TRY IT FROM YOUR SMARTPHONE >> [FPL.com](http://FPL.com)

6 | Top Lifestyle Trend: Making the switch

More customers chose the convenience of FPL E-Mail Bill®

1.7 million FPL customers are enrolled



SIGN UP TODAY >> [FPL.com/ebill](http://FPL.com/ebill)



From our FPL family to yours, **thank you** for helping to shape the current conversation.

SPOILER ALERT!

See what's coming and tell us what you want to hear about in 2014

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