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New SGCC Research to Delve into Consumer Segmentation Messages; Take “Pulse of the Consumer”

Utility-consumer-industry coalition commissioning two 2011 studies to generate detailed motivational data for members

ATLANTA - 14 July 2011 - The Smart Grid Consumer Collaborative (SGCC), an independent non-profit group bringing utilities, consumers, and technology innovators together around the benefits of an upgraded U.S. electric system, today announced its 2011 research topics:

- “2011 Pulse of the Consumer Report”
- “U.S. Consumer Smart Grid Messages & Practices”

Results are expected by 3Q 2011. SGCC members selected topics based on knowledge gaps identified by SGCC’s “[2011 State of the Consumer Report](#),” a meta-analysis of more than 80 writings on consumers. The study indicated that traditional demographics may not be as relevant in determining energy behaviors as underlying beliefs and attitudes.

“**Pulse of the Consumer**” will take the analysis further, to gain a clearer understanding of the key motivational drivers of residential energy users. It will examine a nationally representative sample of U.S. residential electric customers to identify values, address lingering concerns, and help create programs that serve consumer priorities.

“**Consumer Smart Grid Messages Practices**” will examine underlying and overt messages from dozens of smart grid pilot programs across the country through interviews and analysis of project communications efforts including ads, media coverage, direct mail, email, social media, case studies, research reports, and white papers.

Unlike SGCC’s debut research, these next efforts will be exclusive benefits of SGCC membership, a fast-growing body of 65 member organizations. Members gain first, full, and free access to all results. Nonmembers may purchase reports after release.

“Pooling resources to help listen, educate, and collaborate with all stakeholders was a major driver in the founding of the SGCC,” said Executive Director Patty Durand. “Our members

share the cost of research that might be beyond their reach individually but together we can pick and fund topics that close the most urgent knowledge gaps in smart grid consumer engagement.”

Learn more about the Smart Grid Consumer Collaborative (SGCC) @ www.smartgridcc.org.

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