

PRESS RELEASE



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Consumer-Focused Smart Grid Nonprofit Releases New Survey Findings; Announces Role in DOE Project

***SGCC report highlights energy programs, social media as avenues for consumer smart grid engagement;
SGCC joins Smart Grid Customer Engagement Working Group***

ATLANTA (Oct. 23, 2012) – Consumers are interested in various smart grid-enabled pricing programs and services and are increasingly likely to use social media to access energy information, according to a new Smart Grid Consumer Collaborative (SGCC) telephone survey of 1,089 U.S. electricity consumers nationwide. The [Consumer Pulse Survey Wave 3](#), undertaken from August 17 to September 5, 2012 by Market Strategies International, determined respondents' impressions of smart grid and smart meters, likelihood to participate in related energy programs and their social media behaviors. The report notes that consumer awareness of smart grid has remained relatively consistent over the last year, with 54% of Wave 3 respondents never having heard the term "smart grid."

"There continues to be a real need for consumer education around smart grid," said Patty Durand, SGCC Executive Director. "The current low levels of public awareness on this issue represent both a challenge and an opportunity, but they must be acted upon."

Rising to meet that challenge, SGCC also announces today its participation in the recently-formed Department of Energy Smart Grid Customer Engagement Working Group managed by SmartEnergy IP™. Within the working group, the Smart Grid Consumer Collaborative will support the Stakeholders Relations Subcommittee, partnering with representatives from the energy and utilities industry to share information, build best practices and help to develop an engagement model for utilities rolling out smart grid programs.

"It is an honor to bring forth our knowledge in this subject area by taking an active role within the DOE Smart Grid Customer Engagement Working Group. We look forward to promoting collaborative communication among stakeholders around increasing consumer awareness and engagement in smart grid," said Durand.

A [summary findings report](#) for the Consumer Pulse Survey Wave 3 is available for download on SGCC's website; the [full report](#) is available to SGCC members and to journalists upon request.

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About the Smart Grid Consumer Collaborative

The Smart Grid Consumer Collaborative (SGCC) is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly and consumer-safe smart grid. Learn more at www.smartgridcc.org, and follow SGCC on [Facebook](#), [Twitter](#), and [LinkedIn](#).

About Market Strategies International

[Market Strategies International](#) is a market research consultancy with deep expertise in the energy industry. The firm is ISO 20252 certified, reflecting its commitment to providing intelligent research, designed to the highest levels of accuracy, with meaningful results that help companies make confident business decisions. Read Market Strategies' blog at [FreshMR](#), and follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

About SmartEnergy IP™

SmartEnergy IP™ practice is a research and consulting organization within SmartMark Communications, LLC that is dedicated to helping utilities communicate the benefits of smart grid to customers. Learn more at www.smartenergy-ip.com.