

## PRESS RELEASE



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### **What Motivates Consumers To Engage With Their Energy Usage?**

*New SGCC study explores consumers' level of engagement with smart grid*

**ATLANTA, Oct. 21, 2014** – Saving money, protecting the environment and conserving energy for future generations motivate consumers to engage with their utility and Smart Grid-enabled products, according to a new [report](#) issued by the Smart Grid Consumer Collaborative (SGCC).

However, the report, [Motivations and Emotions of Engaged Consumers](#), also indicates that motivations differ significantly between engaged and non-engaged consumers. The report examines the factors that motivate consumers to engage in each case, and aims to help smart grid stakeholders understand how to drive consumer engagement based on the differences in consumers' motivations for engaging.

Other insights from this quantitative study include:

- Even though 64 percent of consumers consider themselves energy conscious, there's a gap between people's stated energy consciousness and their behavior.
- Opportunities exist to raise engagement levels by tailoring programs, messaging and content to different people that fit their diverse needs, interest and lifestyles.

"Our *Smart Grid Economic and Environmental Benefits* report from last year found that there's a significant amount of consumer benefits that derives directly from consumer engagement and behavior," said Executive Director Patty Durand. "The *Motivations and Emotions of Engaged Consumers* study helps stakeholders unlock those benefits for consumers and tailor messaging that invokes engagement around the smart grid."

The SGCC will hold a webinar about the *Motivations and Emotions of Engaged Consumers* report today at 4 p.m. Eastern. Webinar registration and an executive summary of the *Motivations and Emotions of Engaged Consumers* report can be accessed at [www.smartgridcc.org](http://www.smartgridcc.org).

#### **About Smart Grid Consumer Collaborative**

Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly, consumer-safe and consumer-approved smart grid. Membership is open to advocacy groups, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education.

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