

PRESS RELEASE



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Simone Griffin
Smart Grid Consumer Collaborative
404.348.8015
Simone.griffin@smartgridcc.org

The State of the 2015 Smart Grid Consumer

Consumer interest in smart grid benefits remains strong and engagement is growing

SAN DIEGO, Feb. 2, 2015 – Consumer engagement is growing around the smart grid. As engagement grows, more consumers will understand the economic, reliability and environmental benefits that grid modernization offers, says a [new report issued](#) today by the Smart Grid Consumer Collaborative (SGCC).

The 2015 State of the Consumer Report is an integrated analysis of what SGCC knows about consumer trends related to the smart grid after conducting in-depth research studies and talking to more than 7, 000 U.S. residential consumers to date. The report highlights the key themes and takeaways from the research conducted by SGCC in 2014. The seven themes revealed about the current state of the smart grid consumer are:

- **Theme 1 – Despite generally low awareness, consumers are realizing smart grid benefits**
- **Theme 2 – Consumer interest in smart grid benefits remains strong**
- **Theme 3 – Consumer segmentation matters – and utilities are increasingly able to apply it**
- **Theme 4 – Design matters to consumer acceptance**
- **Theme 5 – Consumer motivations can drive engagement**
- **Theme 6 – Life stage barriers impact engagement**
- **Theme 7 – Vulnerable populations have specific needs**

Collectively, the seven themes outlined in the report are a roadmap for smart grid stakeholders to foster and advance consumer knowledge, favorability and adoption of a modern grid and ensure long-lasting sustainable benefits.

“The *2015 State of the Consumer Report* illustrates a more defined picture of smart grid consumers than stakeholders have previously had,” said SGCC Executive Director Patty Durand. “It’s about stakeholders tailoring smart grid programs and creating compelling messaging that resonates with consumers and communicates benefits from grid modernization investments. Ultimately, that’s how the smart grid community will connect the 2015 consumer with the promise of the smart grid.”

The report is available to journalists upon request. To download the full report, visit: 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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