



SGCC's Survey Reveals Awareness and Attitudes Toward Smart Grid-Enabled Programs and Technologies

Consumers embrace the benefits of the new smart energy technologies and many are interested in new pricing plans and service options

ATLANTA – Mar. 25, 2015 – The [Smart Grid Consumer Collaborative](#) (SGCC) released the findings of its [Consumer Pulse survey](#), gleaning insights on consumer awareness, favorability, expectations and preferences as they relate to smart grid and smart-enabled programs and technologies.

This is the fifth consecutive year that SGCC has fielded its *Consumer Pulse* survey and major findings from this year's research include:

- The survey tested three major benefits of smart energy technology: improved reliability, reduced greenhouse gas emissions, and helping consumers save money by enabling better energy management. In each case, at least 86 percent of consumers feel these benefits are important.
- Most consumers (82%) are satisfied with their electric utility. On key measures related to smart grid technology, the majority see no change, although more consumers say that their utility is performing better than it did five years ago. However, on measures related to trust, only 58 percent agree that their utility acts in consumers' best interest.
- Interest in innovative pricing programs is quite high. Three out of five respondents would likely participate in a critical peak rebate programs, for example.
- Favorability toward Smart Grid and Smart Meter, among those with some knowledge of the terms, mostly remains unchanged since 2011. About half of consumers say they have favorable feelings toward both and another 21-25 percent express neutral views.

The study also provides an updated consumer segmentation framework designed to assure the benefits of smart energy technology are easily understood, widely shared and adopted industry-wide. The report's data identifies five consumer segments:

- **Green Champions (30%)** demonstrate the strongest interest in new utility services and smart energy programs. They are early technology adopters, the youngest segment and the most environmentally-conscious.
- **Savings Seekers (20%)** have low satisfaction with current utility provider, and want a choice. Awareness and favorability toward smart grid and smart meters are low; however, the segment views smart grid benefits as important.
- **Status Quo (18%)** have a lower interest in smart energy programs than any of the other segments. The segment is relatively older, where comfort and ease are more important than conservation.
- **Technology Cautious (17%)** are more knowledgeable about smart grid programs, but have little interest in participating in them.
- **Movers and Shakers (15%)** are the highest income segment and smart grid awareness and favorability are high, but utility satisfaction is low.

“The updated SGCC segmentation presents differences in consumers that have actionable implications and opportunities that are important in energy program planning, marketing and public relations and regulatory relations,” explains Patty Durand, SGCC executive director. “We encourage SGCC members and other stakeholders to begin the process of segmentation and create programs and services that consumers have expressed an interest in seeing.”

The full report can be accessed at 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.

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