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New Report Examines Customer Engagement and Satisfaction in the Smart Grid Era

A nationally representative survey from the Smart Energy Consumer Collaborative finds considerable support for electric grid improvements

ATLANTA – February 15, 2024 – Eighty-seven percent of Americans believe that grid modernization is either very or somewhat important, yet less than half (48 percent) are aware of any steps that their electricity providers have taken to modernize the grid, according to a new survey from the [Smart Energy Consumer Collaborative](https://www.smartenergycc.org) (SECC), a nonprofit organization that studies the needs and wants of today’s energy consumers.

Over the last 15 years, electricity providers have invested considerably in grid modernization, and by the end of 2020, there were over 103 million smart meters nationwide, [according to FERC](#). This investment has enabled a sea change in the amount and detail of information that is available to providers and consumers, offering the promise of expanded capabilities for grid management, load control and real-time communication between consumers and providers.

The [“Customer Satisfaction and the Smart Grid”](#) report – which is based on a nationally representative online survey of 1,500 consumers who are responsible to making energy-related decisions at home – explores the impact that grid modernization efforts have made on Americans’ satisfaction with and trust of their electricity providers and their awareness of and interest in the detailed electricity usage information that is now widely available.

The research found that 62 percent of consumers view their detailed usage information at least monthly, with an additional 21 percent saying they view this information at least a few times per year. Among these usage reviewers, 82 percent report having made adjustments at home based on this data, including making changes to their daily routines (47 percent), heating/cooling their homes less (39 percent), installing energy-efficient appliances (25 percent) and adjusting their electricity usage for a financial incentive (19 percent).

And while consumers may be unsure whether their electricity providers are taking steps to modernize the grid, they are largely in agreement regarding its importance and the key benefits it can deliver to society. Eighty-five percent of respondents agreed that grid modernization helps their electricity providers plan for future electricity needs, while 76 percent stated that modernizing the electric grid will improve the quality of life in their communities.

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The “Customer Satisfaction and the Smart Grid” report, which can be [downloaded here](#) by SECC members and is available to the media on request, also explores the reasons why some consumers have not participated in utility programs, whether consumers are willing to pay extra for improvements to the electric grid, how trustworthy consumers believe their providers are, the connection between smart home device ownership and reviewing usage information, and more.

We invite you to [join us this afternoon](#) at 1 p.m. (ET) as SECC’s President & CEO Nathan Shannon leads a one-hour Research Brief Webinar on the report’s key findings alongside guest speakers from research partner Maru/Matchbox, Sioux Valley Energy and Landis+Gyr.

To learn more about the Smart Energy Consumer Collaborative, visit www.smartenergycc.org or follow us on [LinkedIn](#). To request information on membership, please complete [this form](#).