



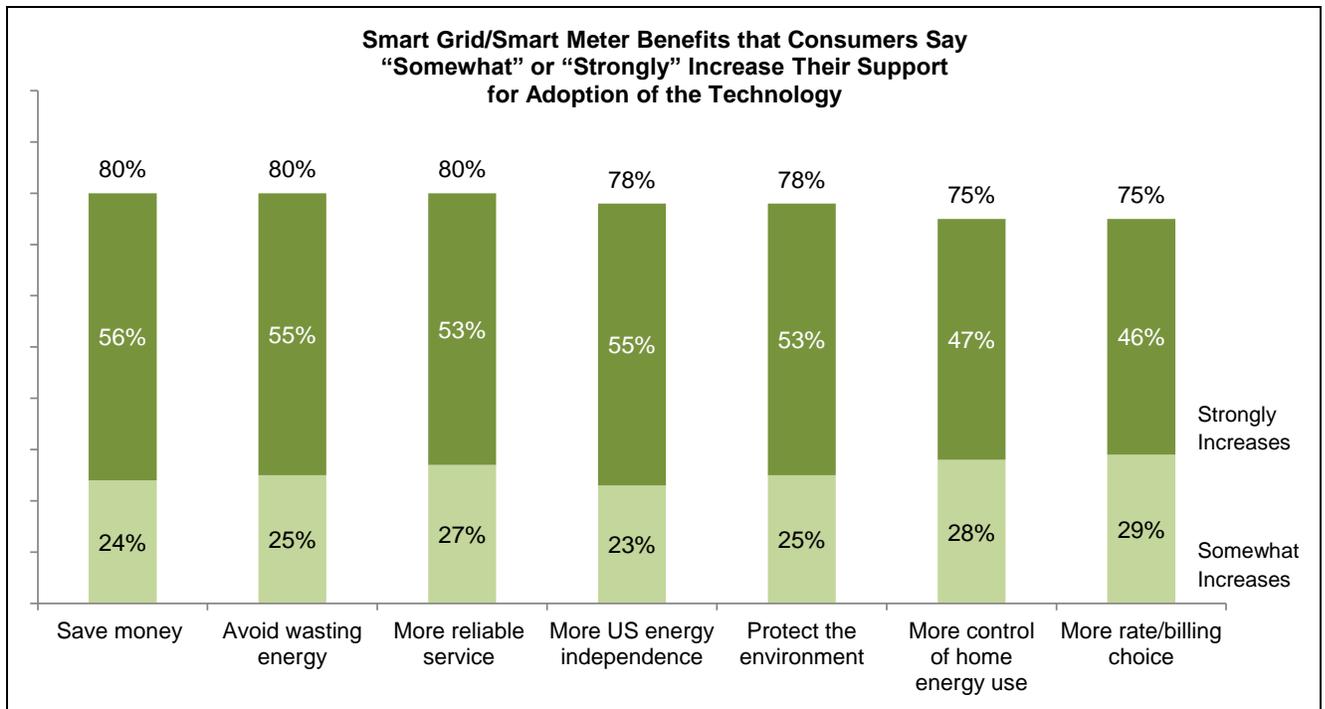
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Consumers Reveal the Smart Grid Benefits They Value Most

SGCC study finds personal and societal benefits valued equally

ATLANTA - September 12, 2011 - In a new survey, consumers rank both the personal and societal benefits of smart grid technologies as very important to their consideration, support and acceptance. The 2011 Consumer Pulse Survey, a national research project conducted for the [Smart Grid Consumer Collaborative \(SGCC\)](#) by Market Strategies International, conducted in-depth analysis of the attitudes of 1,200 residential consumers to home energy management, smart meters, and smart grid technologies in general.

“We’ve found consumers to be remarkably consistent in their evaluation of the benefits commonly associated with the smart grid and smart meters,” said Patty Durand, SGCC executive director. “The fact that respondents rated practical and financial concerns on par with environmental, conservation and energy independence issues tells much about what consumers value and the factors that may influence their energy decisions.”



The study reveals that many factors -- from a lower monthly bill to decreasing foreign energy imports -- encourage consumers to use the new technologies to manage energy usage. Understanding the drivers of adoption can help energy and technology providers to develop messages and programs that meet consumer needs.

SGCC will release additional Consumer Pulse findings, including a robust consumer segmentation, this month to SGCC members. Nonmembers may access topline findings at www.smartgridcc.org

About the Study

The SGCC Consumer Pulse survey was conducted by telephone from August 15 to September 6, 2011. A national RDD (random digit dialed) landline and cell phone sample was used. To qualify, respondents had to be over the age of 18 and a head of household. The data were weighted by age, ethnicity, gender and region to align with national population parameters. The margin of error for the total sample size of 1,200 is +/- 3.2 percentage points at a confidence level of 95%.

About the Smart Grid Consumer Collaborative (SGCC)

The SGCC is a consumer-focused nonprofit organization aiming to promote the understanding and benefits of modernized electrical systems among all stakeholders in the United States. Membership is open to all consumer and environmental advocates, technology vendors, research scientists and electric utilities for sharing in research, best practices and collaborative efforts of the group. Learn more at www.smartgridcc.org.

About Market Strategies International

[Market Strategies International](http://www.marketstrategiesinternational.com) is a market research consultancy with deep expertise in the energy industry, among others.

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