

PRESS RELEASE



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Latest SGCC Research Reveals Insights into Consumer Attitudes

In-depth, one-on-one consumer interviews explore awareness and attitudes related to energy and smart grid offerings

ATLANTA, GA – June 25, 2012 – The Smart Grid Consumer Collaborative (SGCC), a nonprofit specializing in research and education on smart grid consumer engagement, recently released findings and video from the group's most recent study, Consumer Voices 2012. The new report was derived from 24 in-person, in-depth interviews (IDIs) conducted in April with residential energy customers in Atlanta, Los Angeles and Chicago.

The Consumer Voices conversations explored consumer attitudes, values and motivations toward concepts, products and services around energy and the smart grid, with the objective of delivering an enriched understanding of the five consumer segments defined last year by SGCC's Consumer Pulse and Market Segmentation program.

Top insights from the study include:

- **Consumers see some smart grid benefits that they consider to be worth paying more for.** The "willing to pay for" benefits varied from person to person and segment to segment. Customers were most willing to pay for improved reliability and restoration, increased access to renewable energy, availability of better usage information and new pricing options and reduced environmental impacts.
- **Over half of consumers found time of use pricing and peak time rebates appealing.** Those who indicated they were likely to participate cited both an interest in saving money and a more altruistic motive, such as helping the environment or helping to prevent an outage in their community.
- **The better they understand it, the more consumers support smart grid and smart meters.** After being provided with introductory information about smart grid and smart meters, participants generally described their overall feelings toward the new technologies as favorable or very favorable.

"The insights from SGCC's Consumer Voices Study can aid utilities and technology vendors in better understanding and serving end-users," said Patty Durand, Executive Director of SGCC. "Applying these findings, companies can deliver smart grid products and services that are well-tailored to consumers' diverse needs, interests and lifestyles."

The topline report of the Consumer Voices 2012 Study can be downloaded on SGCC's [website](#). The full report that details the study's market segmentation findings is available to SGCC members and to journalists upon request.

About Smart Grid Consumer Collaborative

The Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly and consumer-safe 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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