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### **The state of the 2014 smart grid consumer**

*Smart Grid experience shows real benefits that consumers care about*

**San Antonio, Texas – Jan. 27, 2014** – Though there remains a gap between consumer desires and their experience with the smart grid, key trends indicate a strong opportunity to close the gap in 2014, says a [new report issued today](#) by the Smart Grid Consumer Collaborative (SGCC). The report is an integrated analysis that summarizes what SGCC knows about the smart grid from the consumers' point of view after conducting in-depth research studies and talking to more than 5,000 U.S. residential consumers.

Some of the research findings outlined in the *2014 State of the Consumer Report* convey that Smart Grid stakeholders can use deployed Smart Grids to understand the impact of the technology on things they care about such as saving consumers money or climate change.

"The key to understanding the latest trends in engaging and educating consumers in Smart Grid is understanding how to appeal to them in terms that will resonate," said SGCC Executive Director Patty Durand. "In order to increase awareness of a consumer-safe, consumer-friendly smart grid to consumers, utilities and other Smart Grid technology providers must do a better job at engaging consumers and getting into a consumer-first mindset."

The report highlights the key themes and takeaways from the research conducted by SGCC in 2013. The six key themes are:

- **Theme 1:** Consumer awareness and favorability are stable over time;
- **Theme 2:** Segmentation drives performance;
- **Theme 3:** Utilities can use field-tested best practices frameworks to engage customers;
- **Theme 4:** Customers want smart grid "made real" for them;
- **Theme 5:** Consumers value clean energy; and
- **Theme 6:** The smart grid offers real benefits that consumers care about

To download a summary of the full report, visit: [www.smartgridcc.org](http://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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