

PRESS RELEASE



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Focus on Seniors Research Released by Smart Grid Consumer Collaborative *New consumer analysis explores seniors' perspective toward the smart grid*

ATLANTA – Dec.17, 2014 – Saving money and reliability are the important smart grid benefits that U.S. senior consumers (55+) identified as favorable, according to a [new report](#) by Smart Grid Consumer Collaborative (SGCC). Ironically, seniors are less likely than their younger consumer counterparts to participate in or have an interest in smart grid programs and technologies that have the potential to save them money.

In [Consumer Pulse: Focus on Seniors](#), a significant number of seniors (20%) indicated that they do not know who to look to as a “trusted source” regarding smart grid information – indicating an opportunity for utilities to position themselves as such with these consumers.

Additionally, the report puts context around how and why seniors differ from the general population and what utilities and smart grid stakeholders should consider when engaging with this demographic group. One of the major findings are that utilities need to be cognizant of channel preferences when engaging seniors, whose prefer traditional media channels such as print, radio and television.

“There remain significant opportunities to engage and educate this vulnerable consumer segment,” said Patty Durand, SGCC Executive Director. “The analysis illustrates the importance promoting the understanding and benefits of modernized electrical systems to all stakeholders in the U.S. and being aware of which channels to engage which segment.”

The Consumer Pulse analysis was performed on data collected during the four waves (2011–2013) of national Consumer Pulse research to date. The most recent wave was completed in September 2013.

To download the full report, visit: 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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