SmartGrid consumer collaborative

listen, educate, collaborate

MEET THE NEW BOSS(ES)

May 21, 2014

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- Listen
- Educate
- Collaborate

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Consumer Pulse and Segmentation Research Program – Wave 4

November 12, 2013

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"We can afford to pay for electricity. The cost isn't that much on our budget."

CONSUMER SEGMENT:

Easy Street

25% of Population

Key Characteristics

- High levels of education
- Highest income of any segment — 28% above $100K
- Fairly diverse: 15% Hispanic, 13% African American

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"Energy efficiency and Smart Grid program sound appealing, because they would help us save money."

CONSUMER SEGMENT:

DIY & Save

17% of Population

Key Characteristics

- Middle-income, average levels of education
- Conservative politics
- Largely White, 12% Hispanic

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"Smart Grid and Smart Meters will help protect the environment."

CONSUMER SEGMENT:

Concerned Greens

24% of Population

Key Characteristics

- High income — 23% above $100K
- Moderate/liberal politics
- Largely White, 14% Hispanic

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CONSUMER SEGMENT:

Young America

20% of Population



"We wish someone would tell us how Smart Grid can help us save money and help the environment."

Key Characteristics

- Lowest levels of education and income
- Likely to live in apartments, condos or mobile homes
- Youngest and most ethnically diverse segment

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"Frankly, we're not at all sure Smart Grid is needed."

CONSUMER SEGMENT:

Traditionals

14% of Population

Key Characteristics

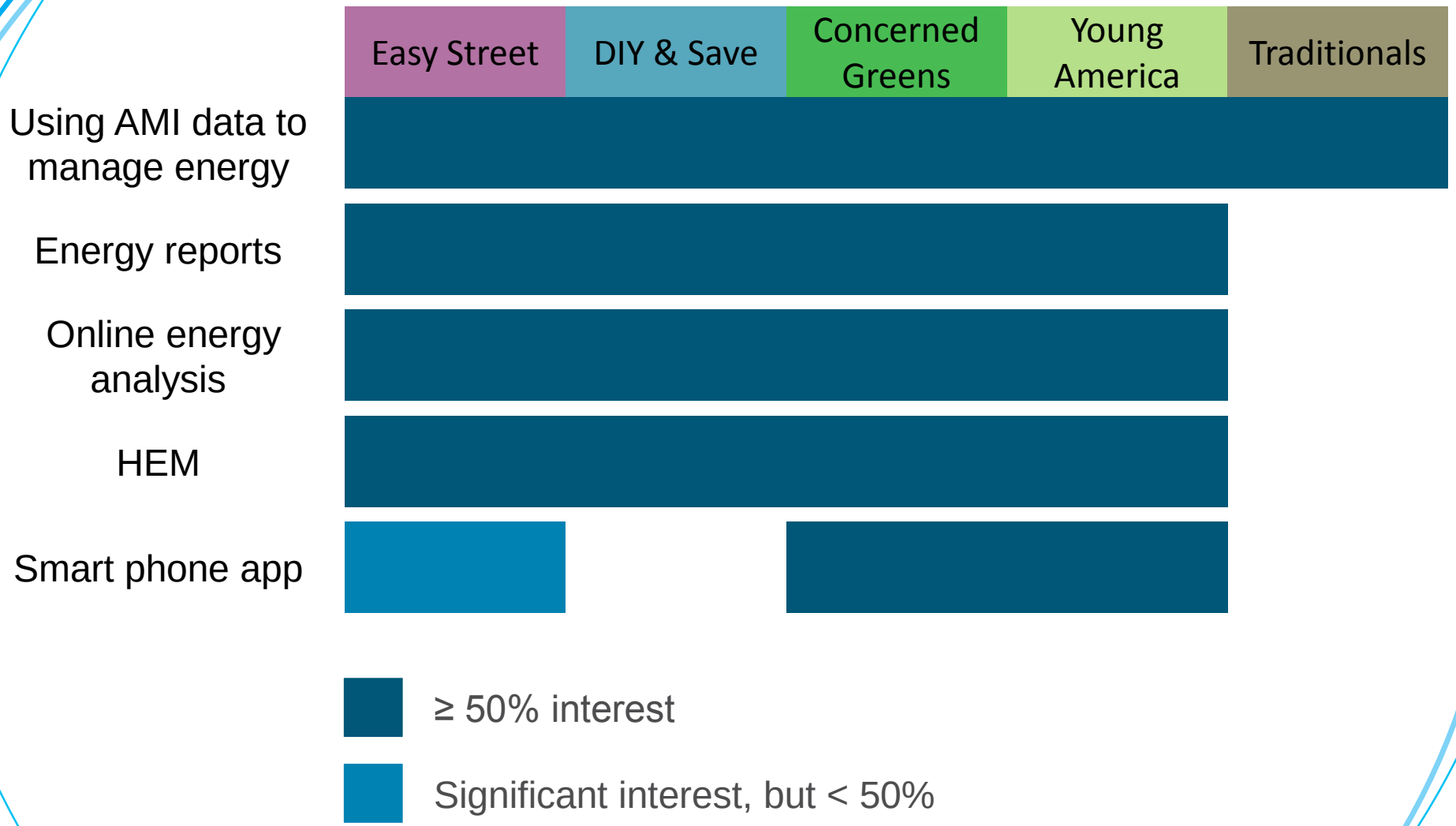
- Relatively low levels of education, average income
- The most politically conservative and religious segment
- Mostly White

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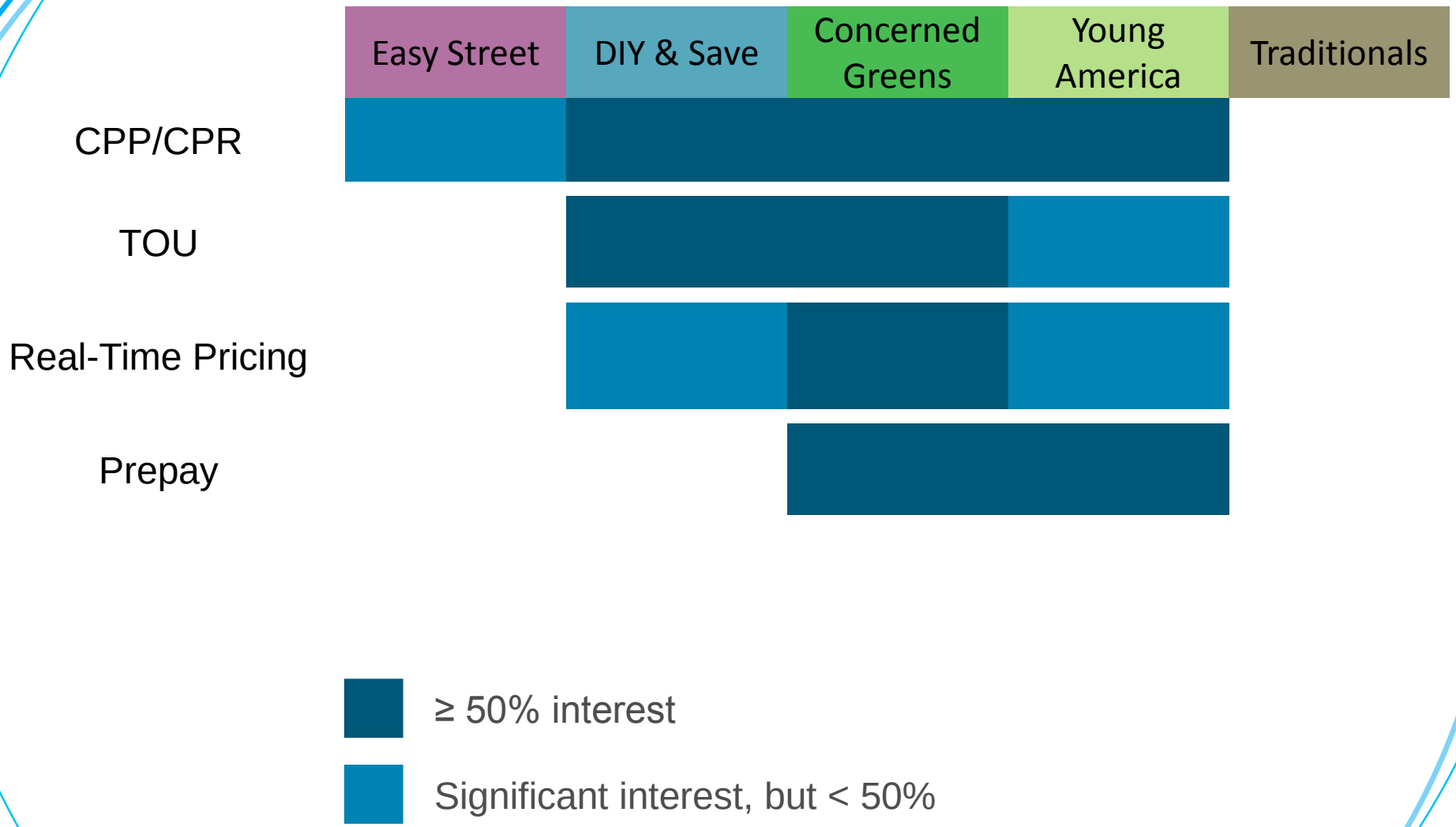
Message Resonance Varies With Segment

	Easy Street	DIY & Save	Concerned Greens	Young America	Traditionals
Total Importance ("Important and Willing to Pay For" + "Important and Not Willing to Pay For")	Limiting the need to invest in new power plants	Offers new kinds of rate plans	Prevents some outages and reduces the length of others	Offers new kinds of rate plans	Prevents some outages and reduces the length of others
Important and Willing to Pay For	Makes it easier to connect renewable energy sources	Offers new kinds of rate plans	Makes it easier to connect renewable energy sources	Saves money by providing near real time energy usage information	Prevents some outages and reduces the length of others

Managing Energy



Paying for Electricity



Technology


Easy Street
DIY & Save
Concerned Greens
Young America
Traditionals
Programmable Thermostat
Solar PV
EV/PHEV
Smart appliances
≥ 50% interest
Significant interest, but < 50%

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