


2015 NARUC Summer Committee Meeting

Patty Durand, Executive Director
Smart Grid Consumer Collaborative



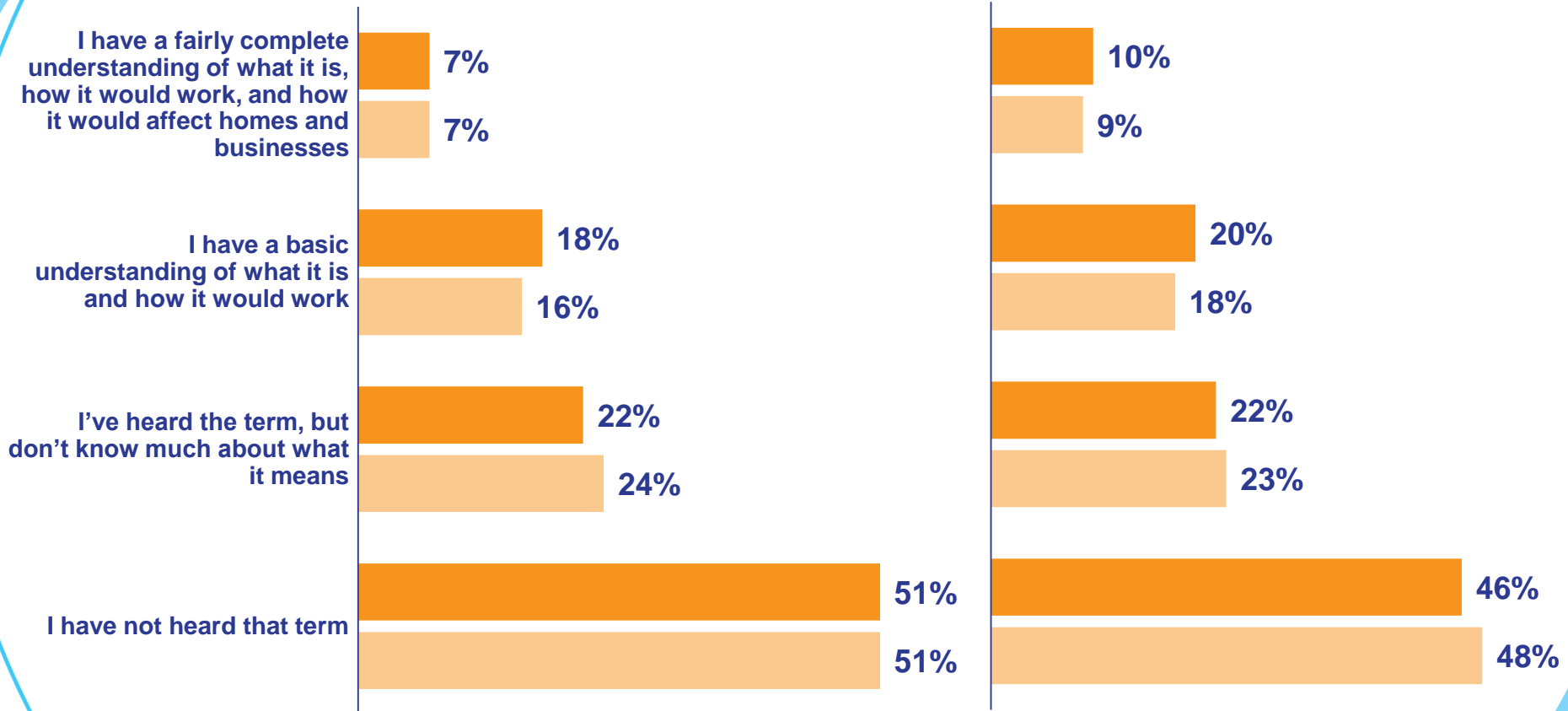
Consumer Pulse and
Market Segmentation
Study – *Wave 5*

Have heard the term “Smart Meter” and “Smart Grid”

Current Level of Knowledge of...

Smart Grid

Smart Meter

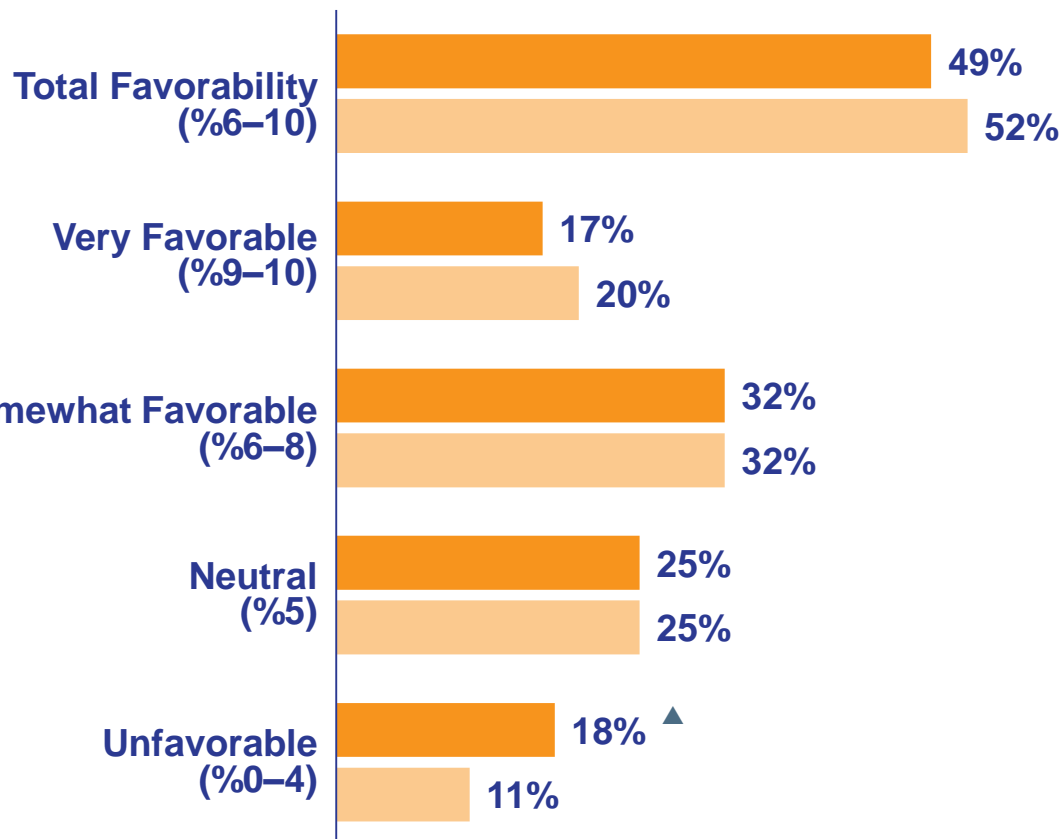


Wave 5 n = 1,004
Wave 1 n = 1,234

Overall Favorability of the terms “Smart Grid” and “Smart Meter”

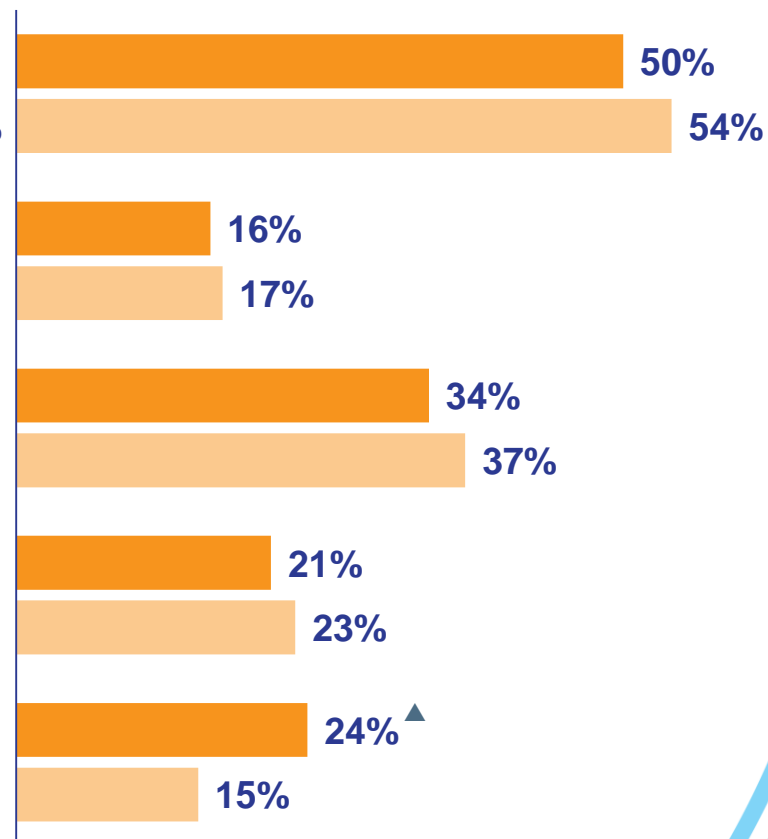
Overall Favorability

Smart Grid



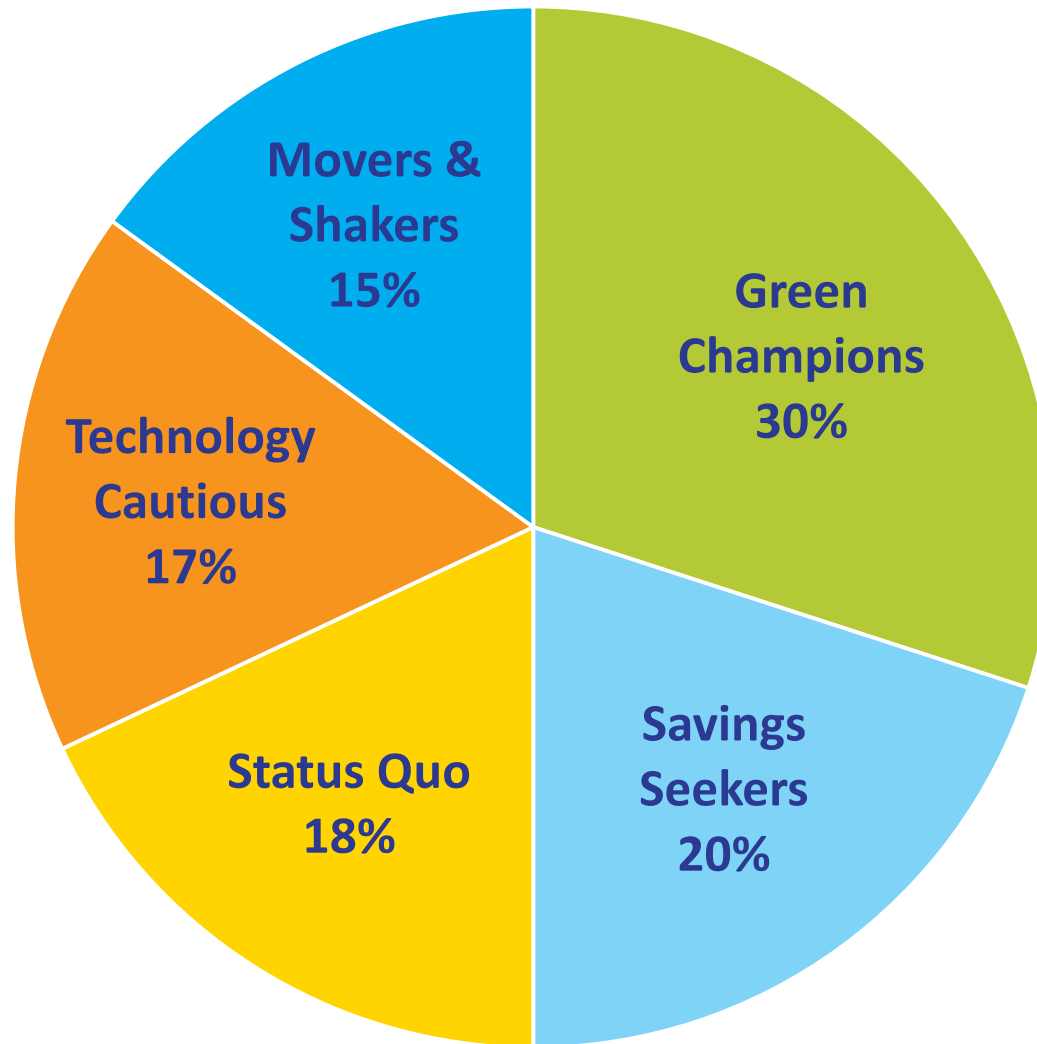
Wave 5 n = 472
Wave 1 n = 584

Smart Meter



Wave 5 n = 519
Wave 1 n = 628

The U.S. Population by Segment



Green Champions

“Smart energy technologies fit our environmentally aware, high-tech lifestyles.”



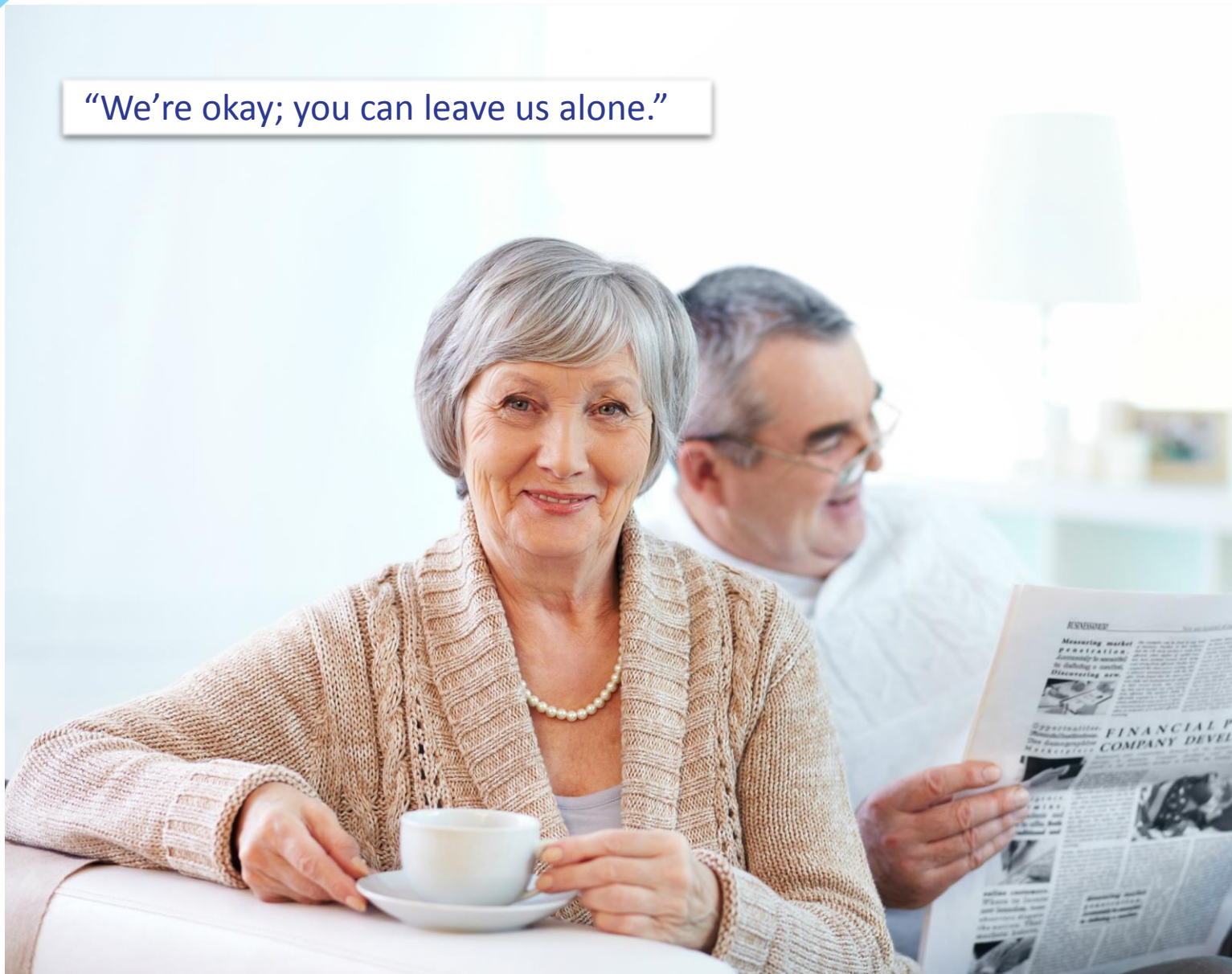
Saving Seekers

“How can smart energy programs help us save money?”



Status Quo

“We’re okay; you can leave us alone.”



Technology Cautious

“We want to use energy wisely, but we don’t see how technologies can help.”

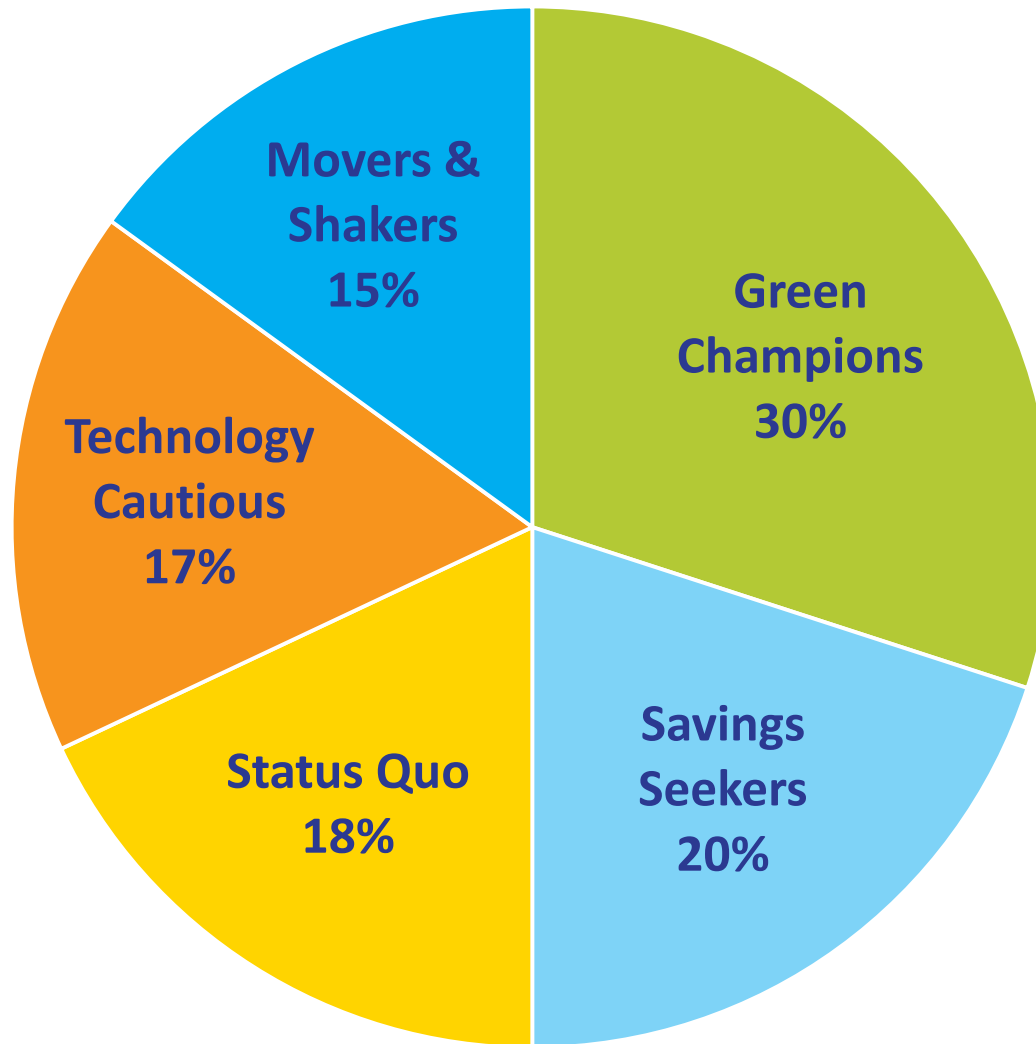


Movers and Shakers

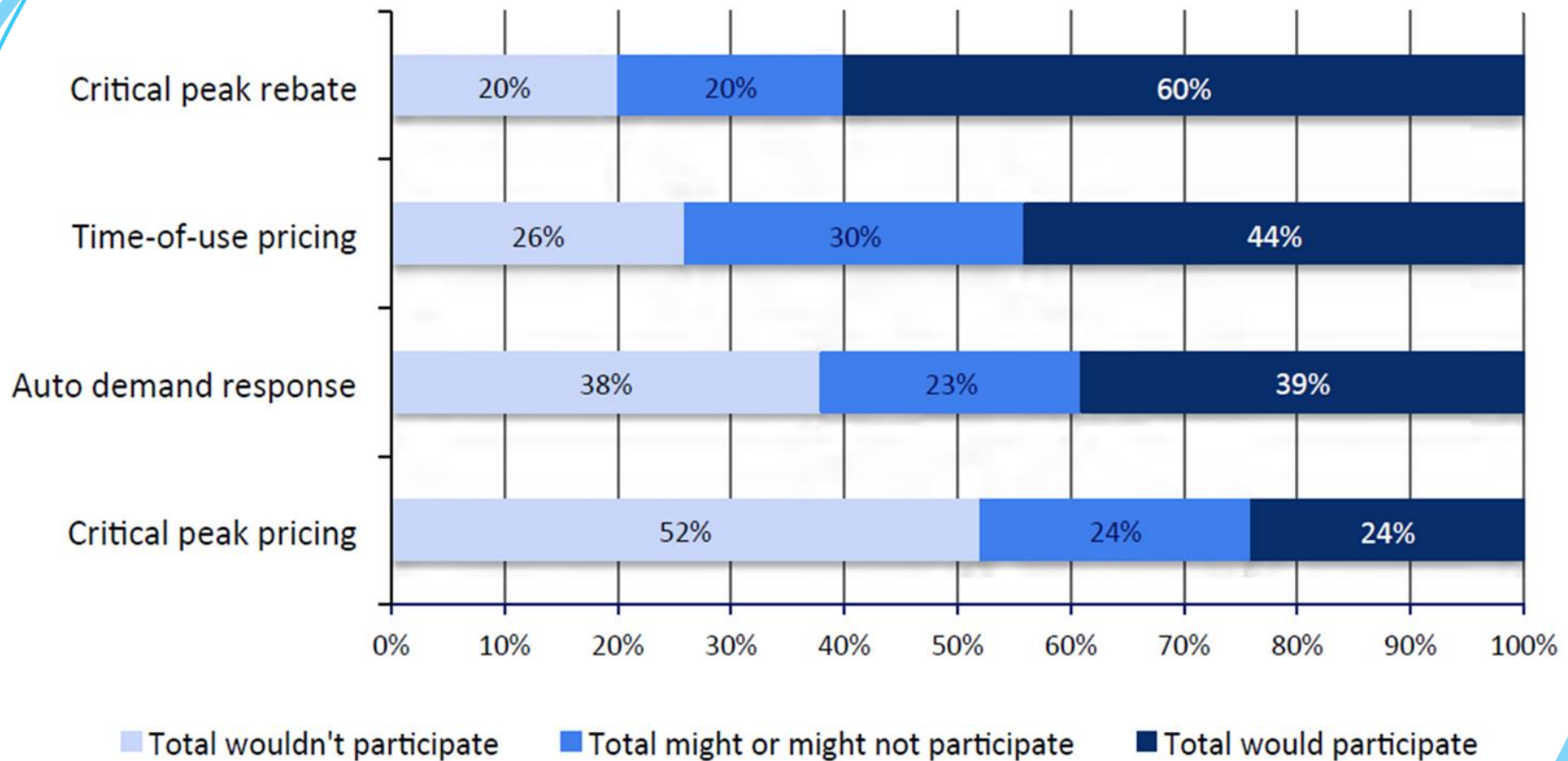
“Impress us with smart energy technology and maybe we will start to like the utility more.”



The U.S. Population by Segment



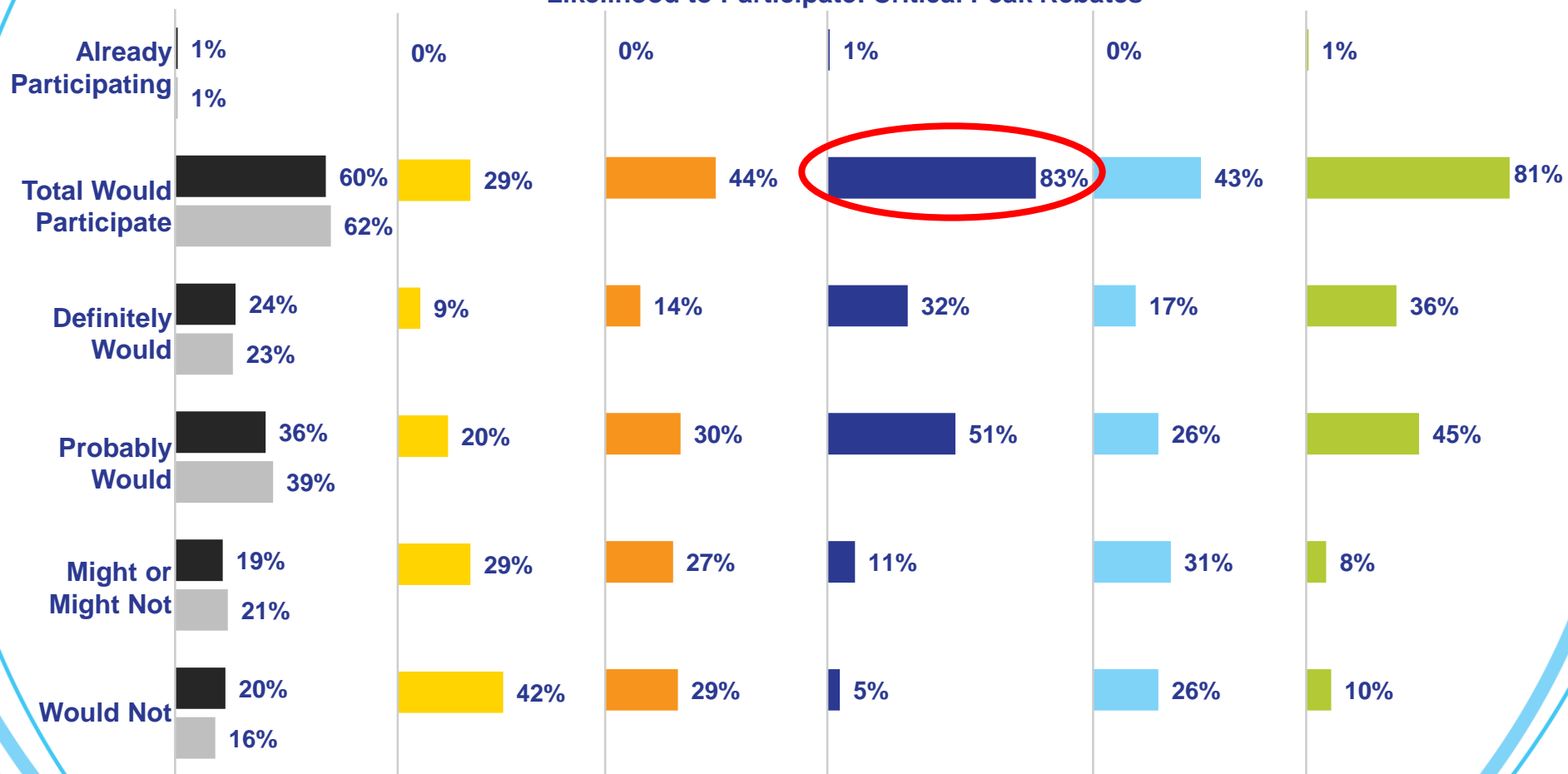
Demand Response Program Interest



Critical Peak Rebates

Total	Status Quo (A)	Technology Cautious (B)	Savings Seekers (C)	Movers and Shakers (D)	Green Champions (E)
n=1,004/1,234 W5/W1	220	206	201	168	209

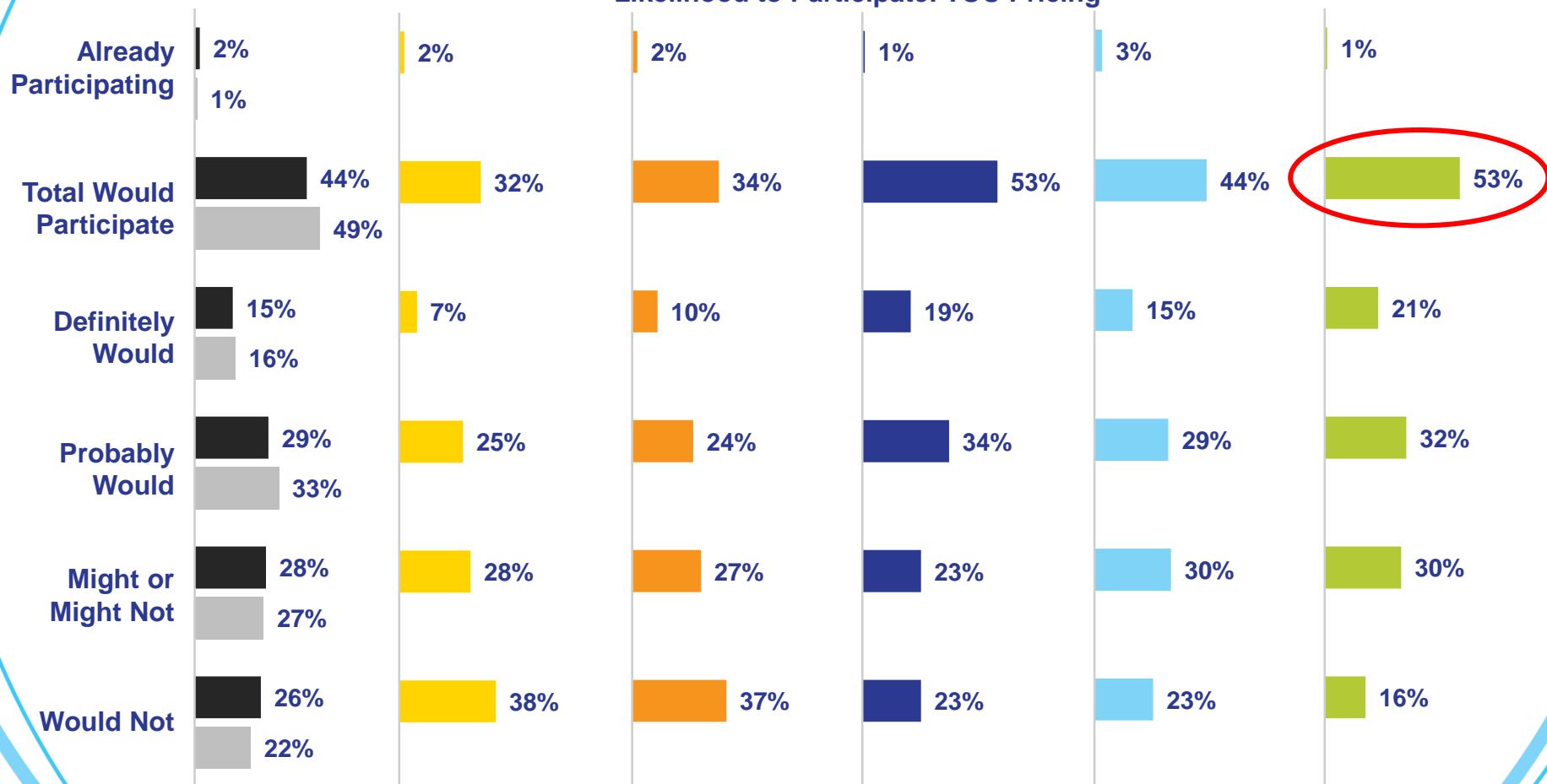
Likelihood to Participate: Critical Peak Rebates



Time-Of-Use Pricing

Total	Status Quo (A)	Technology Cautious (B)	Savings Seekers (C)	Movers and Shakers (D)	Green Champions (E)
n=1,004/1,234 W5/W1	220	206	201	168	209

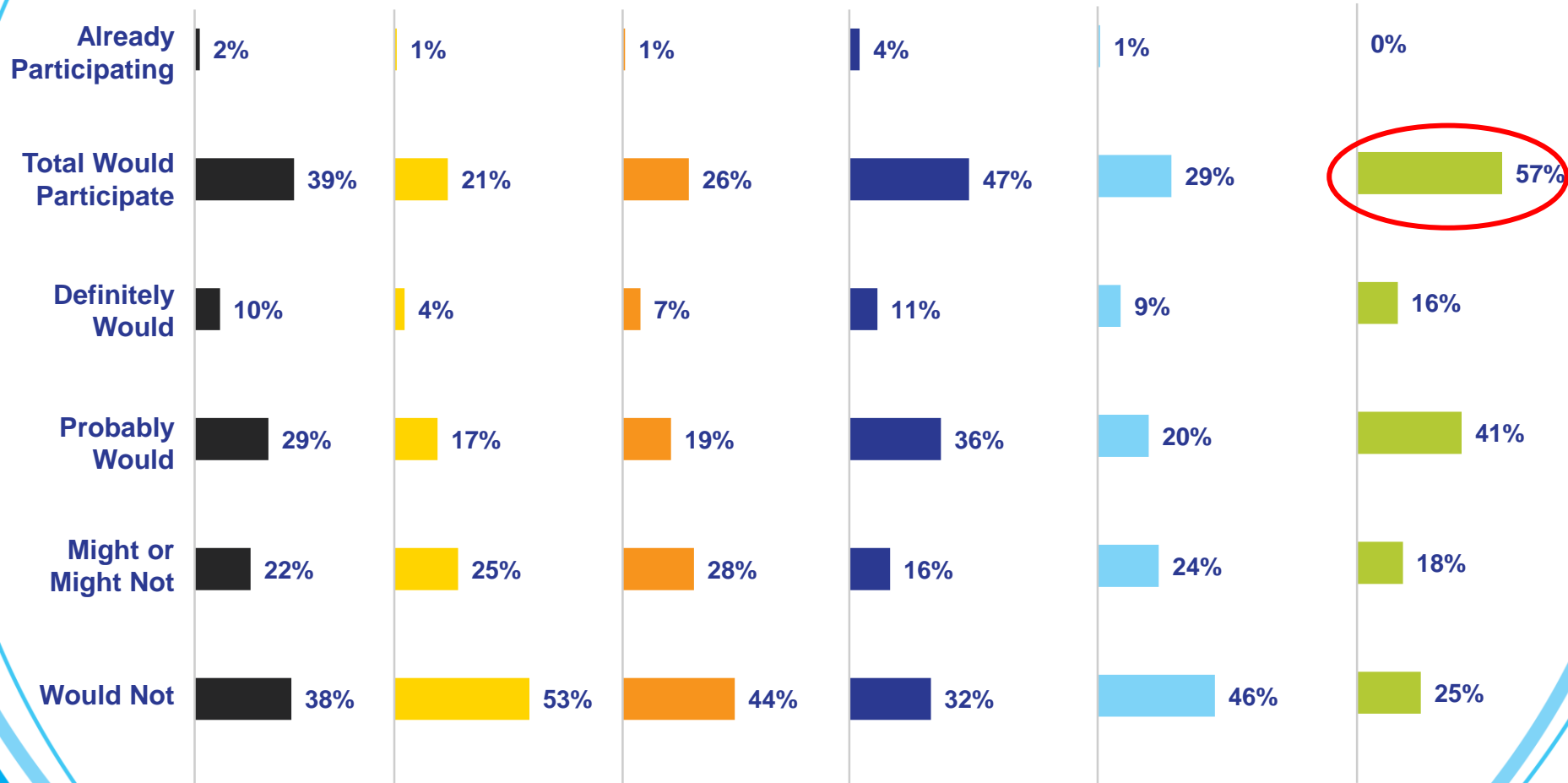
Likelihood to Participate: TOU Pricing



Demand Response Pricing

Total	Status Quo (A)	Technology Cautious (B)	Savings Seekers (C)	Movers and Shakers (D)	Green Champions (E)
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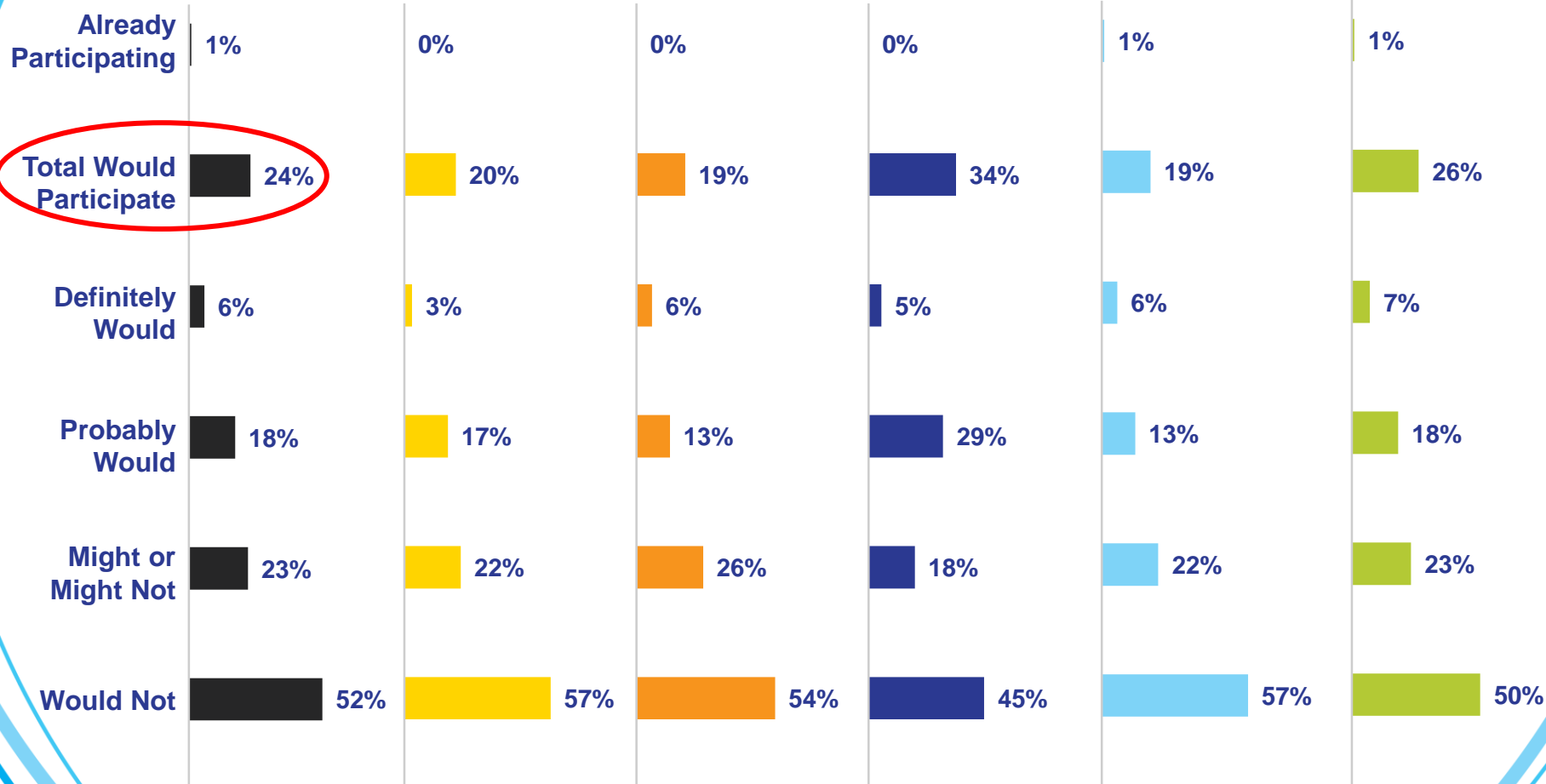
Likelihood to Participate: Demand Response Pricing



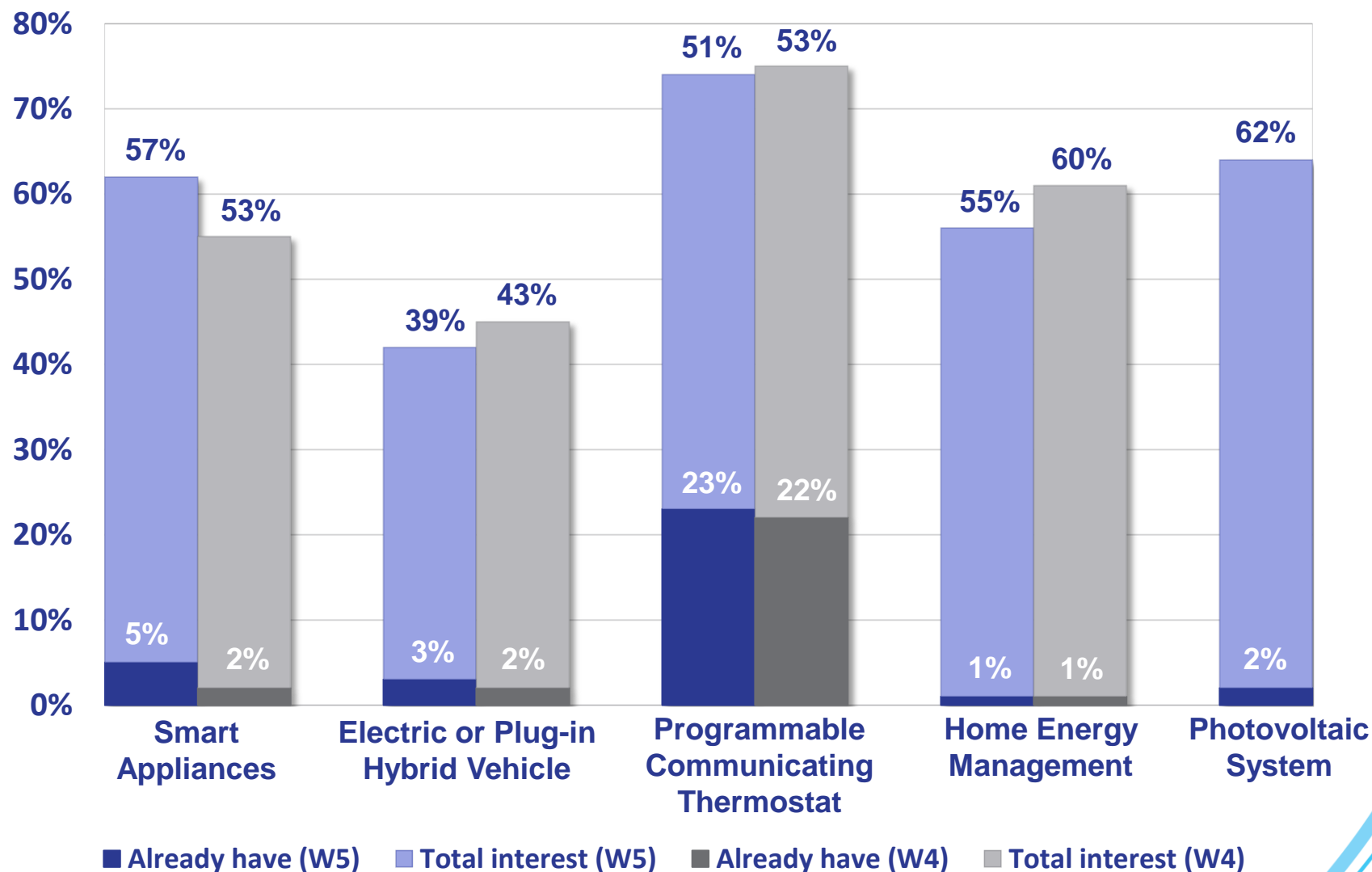
Critical Peak Pricing

Total	Status Quo (A)	Technology Cautious (B)	Savings Seekers (C)	Movers and Shakers (D)	Green Champions (E)
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Likelihood to Participate: Critical Peak Pricing



Technology Adoption and Interest



Top Takeaways

- 1. Citizens are the priority stakeholder***
- 2. Consumers know very little about the smart grid***
- 3. Consumers tell us they care about energy***
- 4. Consumers tell us they want technology and choice***
- 5. Segmentation helps us understand consumers***



**SmartGrid
consumer
collaborative**

listen, educate, collaborate



Smart Grid Consumer Collaborative ***Consumer Engagement for the Smart Grid***

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