

Need customized, data-driven consumer information for your service territory or region?

Discover what your customers' energy-use patterns, program needs, and attitudes are with an E Source customized residential energy-use study

E Source Residential Energy-Use Studies 2010

E Source, in partnership with Nielsen Claritas, has developed two studies that examine the issues that affect your utility's loads, your residential customers' program participation, and the attitudes of customers toward your utility. We've extensively analyzed the data to create detailed reports of the most important insights on residential appliance saturation, utility program participation for efficiency and value-added services, customer attitudes, and demographics. You have two options for exploring these studies:

For utilities that wish to take a deep dive into the data

We'll produce a **customized utility report** based on your service territory or region, including multiple cross tabulations, comparisons, and data presentations that will allow you to understand the nuances of energy use in your sector. You'll also receive 10 hours of consulting for additional analysis.

For utilities that just want a national perspective

We've developed two **National Residential Energy-Use Studies**:

- **Residential Appliance and Equipment Survey** (better understand, for example, how many households have video-game systems, HDTV, and two refrigerators)
- **Residential Products and Services Survey** (find out which customer segments typically participate in demand-side management programs, for example)

Option 1: Customized Utility Report

Your customized report takes advantage of the rich market research data from the Nielsen Claritas Energy Audit Survey collected in your service territory or region from your residential customers. With a customized report, you can use this information to help you:

- Create better load forecasts
- Develop your energy-efficiency and demand-response plans
- Better understand the energy needs of your customers
- Replace or supplement existing, expensive studies that gauge appliance saturation
- Supplement forecasting or planning methods

We'll translate product and service profiles with demographics and Nielsen Claritas PRIZM geodemographic segments so you can drill down and understand exactly what customers need and want from their utility. For example, find out who is most likely to want flat-billing options, appliance-recycling rebates, green power, or appliance warranties. In addition, we'll offer insights into how satisfied your customers are with the level of environmental action your utility is taking and how much this attribute matters to them. You'll also discover what appliances and equipment your residential customers have in their homes.



What you get:

- **A comprehensive report** with specific cross tabulations, statistical analysis, and your customers' satisfaction levels; plus you'll learn how your service area compares to the rest of the U.S. or another region or service territory of your choosing
- **Segmentation data** that can be used with the Nielsen Claritas PRIZM geodemographic segmentation system
- **Results and findings*** at a private web conference with the project team where we'll discuss the findings and their implications

* A customized dataset for uploading into your own analysis system is available in your choice of formats (Microsoft Excel, comma-delimited, or SPSS) for an additional fee.

Option 2: National Residential Energy-Use Studies

If you don't need customized service territory or regional analysis, E Source is offering national survey results based on the national sample of 32,500 respondents with the same questions as the customized report and a snapshot of the entire U.S. plus the nine major census regions. Order one or both of the following reports.

Residential Appliance and Equipment Survey

From the survey, about 50 energy-using appliances and equipment—including new plug loads such as laptops, cell phones, and HDTVs—you might find in a typical dwelling were analyzed. More than just reporting numbers, this study wraps demographics and attitudes around the data. For example, you can see which types of households tend to own multiple flat-screen TVs and extra refrigerators and which households already use compact fluorescent lamps.

Residential Products and Services Survey

This report will provide an overview of high-potential products and services, steer your new product development process, and help target your marketing dollars most effectively. Dive into customers' desires for and current engagement in products, services, and programs including:

- Energy-efficiency rebates
- Home audits
- Load management
- Warranty services
- Rate options
- Green energy
- Bill-payment options
- Smart grid products
- Plug-in hybrid electric vehicles

We correlate interest with satisfaction as well as attitude versus action.

Each national report costs \$5,000, or you can buy both reports and save \$500. Members of the *E Source Residential Market Service* receive an additional 20 percent discount.

How well do you know your customers?

For more information or to request pricing for the customized analysis, please contact Bill LeBlanc at bill_leblanc@esource.com or Ken Black at kenneth_black@esource.com.