



E Source Market Research Multi-Client Study for Large Commercial & Industrial End Users

Estimating Markets for Distributed Energy Resources and Power Reliability Services, 2002

[Back](#)

Prospectus

In the fall of 2002, E Source conducted a major market research project aimed at estimating the market potential of new products and services in the large commercial and industrial markets. "Estimating Markets for Distributed Energy Resources and Power Reliability Services" is one of three E Source Multi-Client Studies that resulted from our research. (For more information on all three studies, download a pdf of the [prospectus](#).)

Study Objectives

Download FREE highlights from this study [here](#). (PDF 108k)

To help utilities and energy service providers (ESPs) focus more efficiently on serving their larger end users, E Source interviewed over 800 commercial, industrial, and governmental organizations in the U.S. and Canada to identify their perceptions regarding power reliability and distributed energy solutions. Utilities will be able to use this information to assess the overall importance of improving power reliability among end users in a wide range of commercial and industrial sectors. The study results will help ESPs assess the market potential of specific distributed energy solutions by providing them with detailed data on end-user awareness (aided), current market penetration, and non-buyers' interest in purchasing or leasing equipment. The most commonly owned solution—backup generators—is covered in the most detail.

Deliverables

Data Notebook and CD

Study subscribers receive a notebook summarizing the survey data and a CD-ROM containing all the raw data files. The notebook contains a study overview, the survey instruments, a codebook, and the sampling plan. The notebook also includes a PowerPoint presentation of the topline results, with charts illustrating the results for every question.

Final Report

The final report, published in December 2002, will be mailed to subscribers along with the data notebook and CD. The final report will also be available to subscribers for downloading on the members' side of our Web site.

[Integrity Policy](#) || [Site Map](#) || [Privacy Policy](#) || [Terms of Use](#)

© 1986-2008 E Source Companies LLC. All rights reserved.

Distribution outside subscribing organizations limited by license.

[View basic member license agreement.](#)