



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

### Estimating Markets for Energy-Efficiency and Load Management Services

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#### 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 Energy-Efficiency and Load Management Services" is one of three E Source Multi-Client Studies that resulted from our research.

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#### Study Objectives

Download FREE highlights from this study [here](#). (PDF 805k)

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 load management and energy-efficiency options. Specifically, we assess how different market groups view the importance of program features such as time of day, length of interruption, warning given, and how curtailment is measured. The study results give energy providers the information they need to assess current market potential for various programs. Utilities will be able to use this information to refine their programs and target likely participants. They will also be able to assess end-users' current practices, their most relied-on information sources, their familiarity with and knowledge of each topic, and their desire for technical assistance.

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#### 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.

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