



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

Estimating Markets for Energy Information 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 Energy Information Services" is one of three E Source Multi-Client Studies that resulted from our research.

Study Objectives

Download FREE highlights from this study [here](#). (PDF 107k)

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 and experience with energy information services. Four energy information services were tested in detail: utility usage cost analysis, online load profiles without analysis, online load profiles with analysis, and remote monitoring and control services. The study estimates market potential, evaluates the importance of product features, and identifies preferred providers. This information will give energy providers the information they need to accurately assess the current market and gauge future interest among non-users in a wide range of commercial and industrial sectors.

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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