



Gain insights into consumer energy trends

with Nielsen Energy Survey Profiles

Build energy conservation and green marketing programs that resonate with your right customer. The Nielsen Energy Survey Profiles provide you with behavioral and attitudinal consumer insights on energy usage, conservation and green initiatives.

Identify key customer segments

Not all consumers have the same behaviors and attitudes when it comes to using energy, participating in conservation programs and green initiatives. Consumers now have more energy choices and concerns about energy prices and the environment.

It is important for marketers and utility planners to identify and profile the best customers for each program to improve the return on their investment and overall participation. Nielsen Energy Survey Profiles provide information on more than 200 facets of consumers' home energy usage, their utility providers and their changing attitudes towards conservation and green initiatives.

Insights into energy trends

Nielsen Energy Survey Profiles provide behavioral and attitudinal insights that enable you to:

- Target various types of customers based on their energy usage and opinions
- Create messages about your programs and services that appeal to the right customer
- Gain greater insight into green trends in your markets
- Ensure you have the right energy programs and services to meet the market demand
- Tailor the most effective bill payment programs for your customers

Define market strategy, improve targeting efforts, maximize resources and increase the success of your marketing programs using the consumer insights from the Nielsen Energy Survey Profiles. Create strategies and develop new products and services that resonate to your right customer.



Comprehensive and detailed research

Nielsen Energy Survey Profiles are based on two years of data from the Nielsen Energy Audit Survey—an annual online survey of more than 32,000 households. With a robust sample, the survey includes:

- Current provider of electricity and natural gas
- Types of heating and cooling systems
- Energy programs and services currently used or likely to use
- Use of energy saving products
- Motivations behind being green
- Interest in Smart Grid service
- Rating of energy providers
- Monthly spend for services
- Use of bill payment channels

Nielsen Energy Survey Profiles

Multiple categories to fit your needs

Nielsen Energy Survey Profiles are available in the following categories:

- Provider Services—programs and services offered by electricity and natural gas providers
- Appliances and Equipment—types and number of appliances used in and around the home
- Conservation Efforts and Opinions—behaviors and attitudes about conservation and green initiatives

Passion for precision

We are the preferred choice of Fortune 500 companies who wish to optimize their customer targeting, media strategies and site analysis decisions. Combining the most passionate team of industry experts with world-class data, software and services, we deliver solutions that help you identify both 'who' and 'where' your best customers and prospects are—with precision.

Superior client service and support

We are recognized for our broad range of superior client service offerings. We partner with you to deliver exceptional consultative client service and support that includes dedicated account teams, technical support, training and industry and subject matter experts in segmentation, demographics, direct marketing, consumer research and analytics.



For more information, contact your Nielsen representative at 800-234-5973 or visit www.nielsen.com.