

Leverage Multiple Data Sources

September 2019

Marketing Research

Research



- Provide insights
- Timely, relevant, high quality, on budget
- Draw conclusions using many data sources

The U.S. Energy Information Administration (EIA)

The U.S. Census Bureau conducts more than 100 surveys of households and business across the nation each year

The Federal Reserve System

The Bureau of Labor Statistics (BLS) of the U.S. Department of Labor

- In addition to proprietary data and subscriptions, consider publicly available information

Time



- The American Time Use Survey (ATUS)
- <https://www.census.gov/programs-surveys/atus.html>
- Electric Power Research Institute (EPRI)
- Time of Use rate model for utilities

Electric Cars

- US Government data on commute to work
- Business case for Electric Transportation



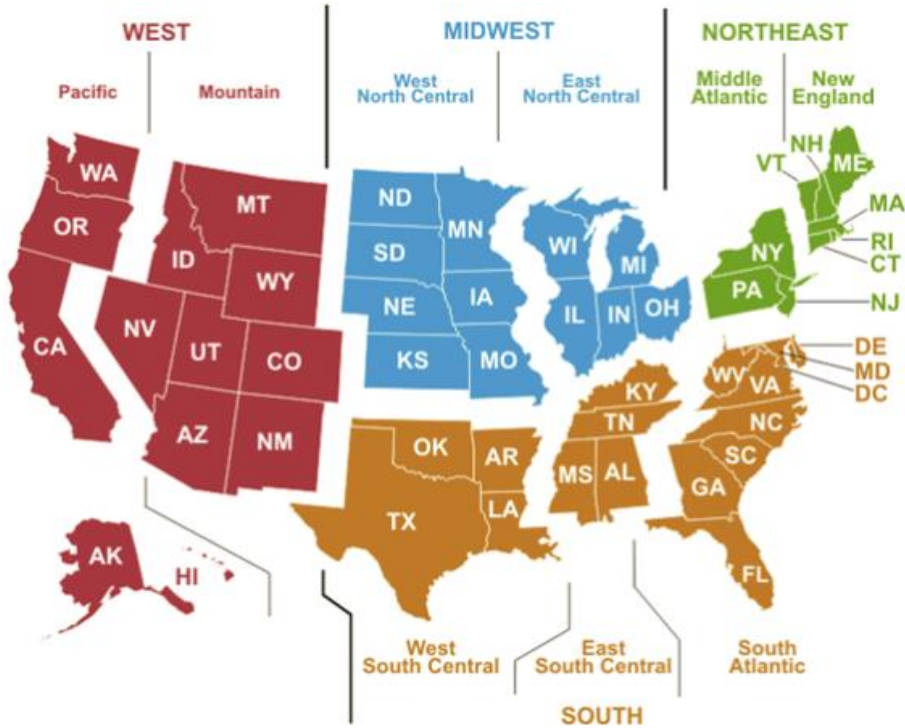
Residential Consumers



- The Residential Energy Consumption Survey (RECS) <https://www.eia.gov/consumption/residential/>
- Proprietary survey about residential homes
- Forecast models

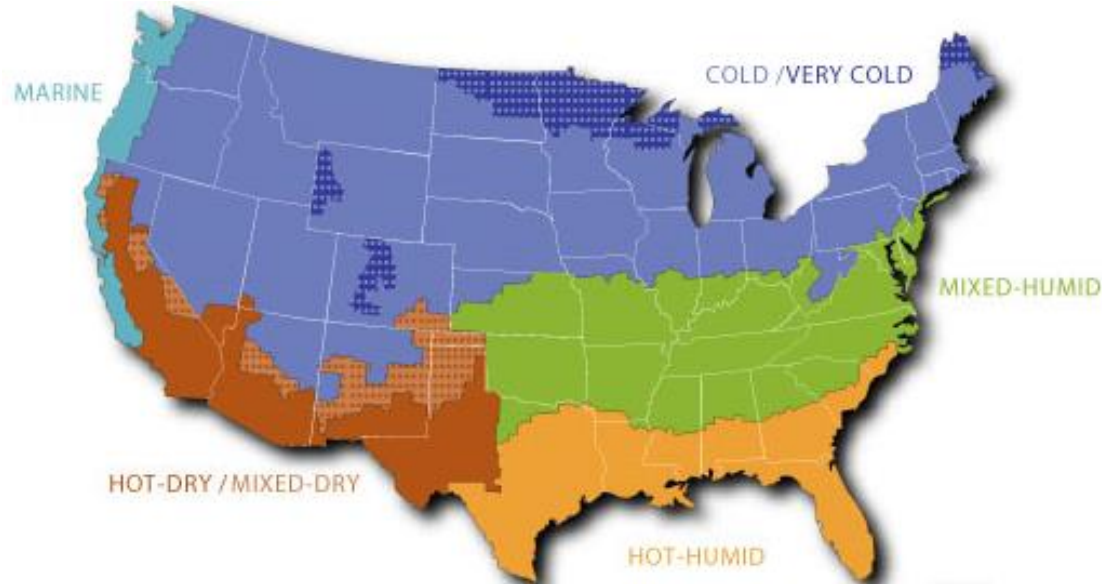
RECS Reports

US Census Regions



Matches with proprietary cooling data

Climate Regions



Matches with proprietary space heating data

Questions?

Contact



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Customer Experience

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Thank You