



SMART ENERGY
DECISIONS

READER PREFERENCE STUDY

June 2018

- *Smart Energy Decisions* conducted a survey measuring readership and preference of current sources of news and information related to energy and sustainability management.
- The online survey was conducted in May 2018 among corporate energy and sustainability decision makers from the *Smart Energy Decisions* database.
- Results of the study document industry preference for information sources and provide insights to help suppliers improve the ROI of their marketing investments.

Survey Respondents

- A total of 126 respondents representing 108 companies are included in the results.
- 57% of respondents have energy budgets in excess of \$25 million; 31% have energy budgets in excess of \$100 million.

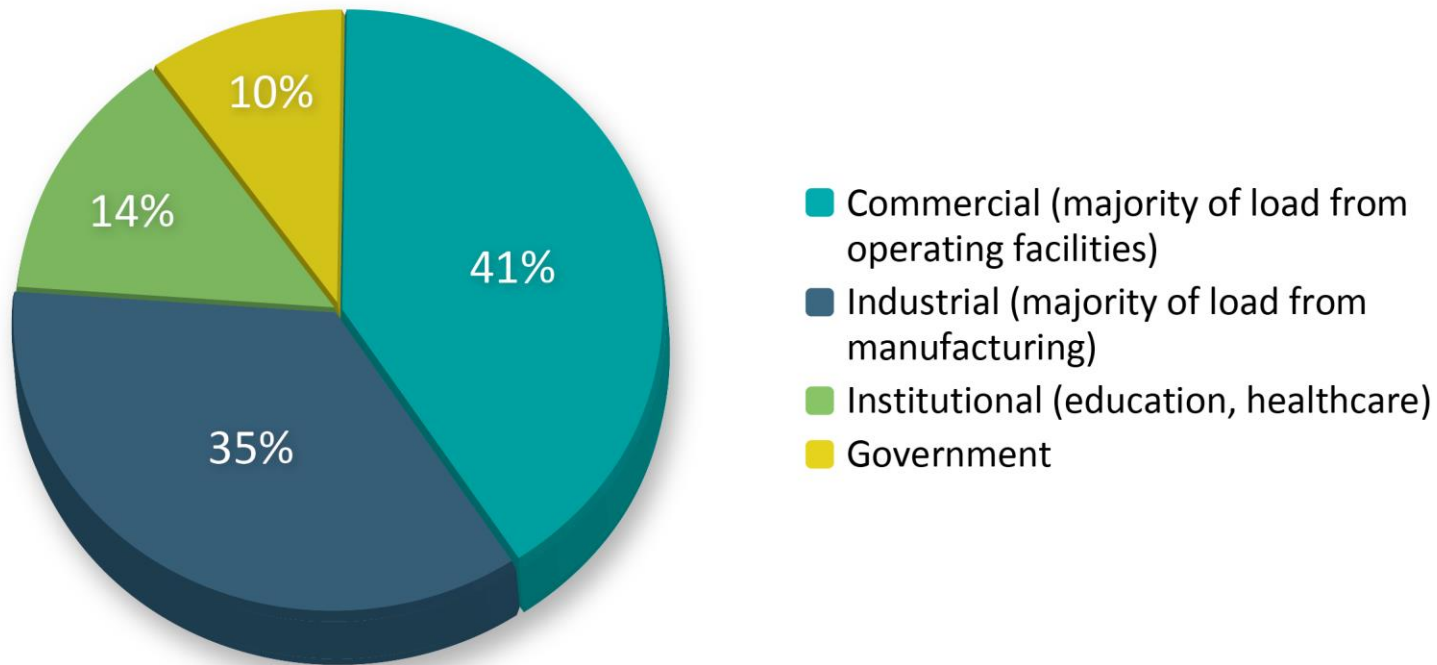
Survey Respondents by Company

AETOS
Airbus Americas, Inc
Albertsons Companies
Allergan
Amazon.com, Inc.
American Honda Motor Co., Inc.
AutoZone
Avery Dennison Corporation
BCD Travel
BD
Bloomberg L.P.
Boeing Company
Boston College
Calumet College of St. Joseph
CBRE Group, Inc.
CBS Corporation
Celanese
Cinemark
Cisco Systems, Inc.
City of Cincinnati
City of Fort Collins
City of Palo Alto
City of Plano
City of St Petersburg
Colgate-Palmolive Company
Corning Inc.
County of Lackawanna, PA
Darigold, Inc.
Delta Air Lines, Inc.
Dollar General, Corp.
Dow Chemical Company
DPL Inc.
Eastman Chemical Company
EDENS Real Estate
Eisenhower Medical Center
Equinix, Inc.

Ericsson, Inc.
Fastenal Company
FedEx Ground
Fifth Third Bancorp
Fruit of the Loom
G6 Hospitality LLC
General Dynamics
General Motors Company
Hanesbrands
Harbec
Hartsfield-Jackson Atlanta International
Herman Miller Canada Inc
Honda Transmission Manufacturing of America, Inc.
IBM
Intel Corporation
Invacare Corporation
Jones Lang LaSalle, Inc.
Kraft Foods Inc.
LBA Realty, LLC
Lockheed Martin Corporation
Long Wharf Pediatrics & Adolescent Medicine LLC
M D Anderson Cancer Center
M&T Securities
Mansfield Independent School District
McKesson Medical-Surgical Minnesota Supply Inc.
Merck & Co., Inc.
Metro Nashville Government
Michigan Department of Environmental Quality
Michigan State University
MOM's Organic Market
Nestle Purina PetCare Co.
Nestle Waters
NFI Industries
Nissan North America Inc.
Olin Brass
Owens Corning

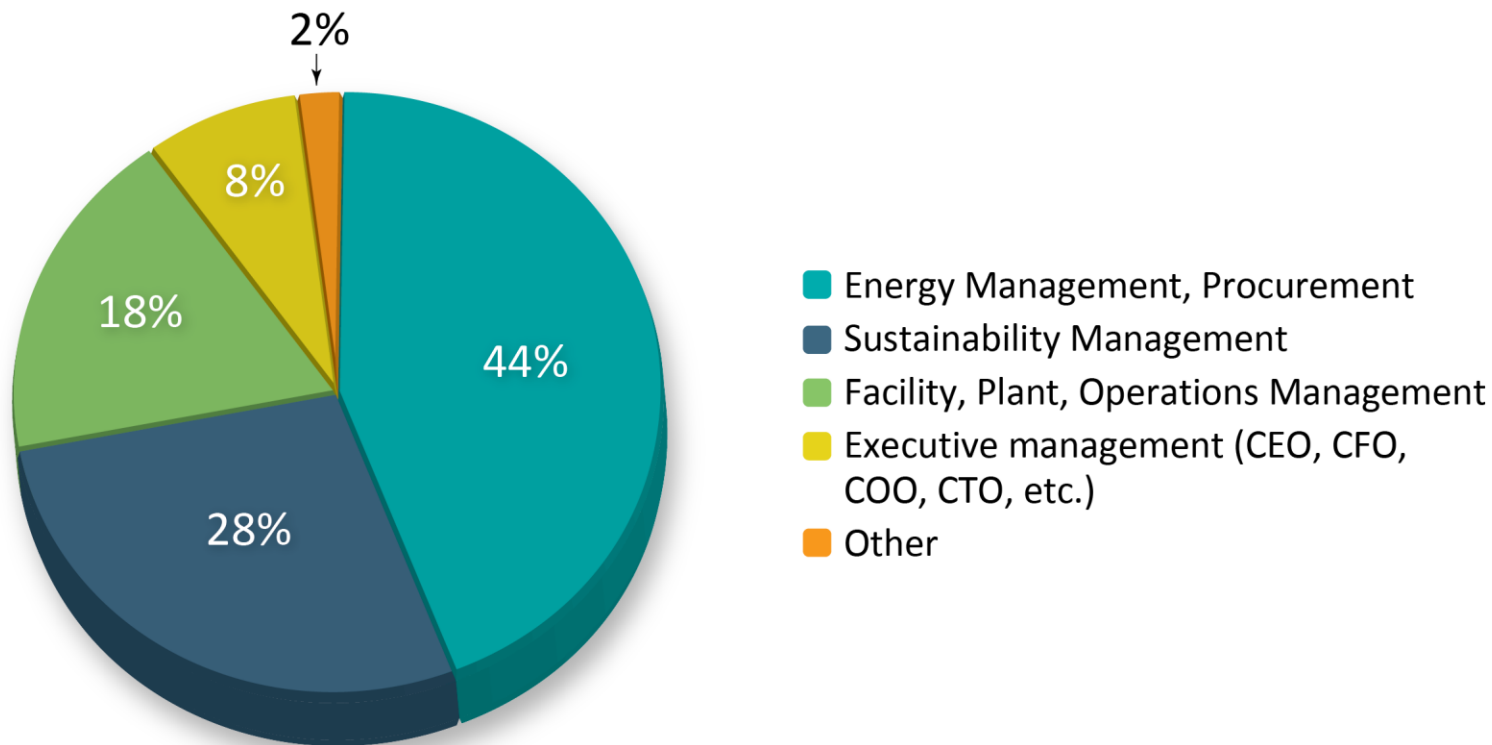
Owens Illinois
Parkway School District
Pequannock Township Board of Education
Philadelphia Housing Authority
Procter & Gamble
Propex Fabrics de Mexico SA de CV
Raymond Corporation
Raytheon Company
Recreational Equipment, Inc.
Red Robin International, Inc
Regional Energy Agency Of Crete
Ritz Carlton Hotel Company, L.L.C
Saint Gobain
Samsung Electronics America Inc
School Board of Brevard County, Florida
Scotts Miracle-Gro Company
Sheetz Inc.
Southcoast Health System, Inc.
Spectrum Brands Holdings, Inc.
Starbucks Corporation
Switch, Ltd.
TD Bank
Texas Health Resources
T-Mobile USA, Inc.
Towson University
Toyota Motor Manufacturing North America
UC San Diego
UPS International, Inc.
Verizon
Walgreens Boots Alliance, Inc.
Weis Markets
West Chester University
West Liberty Foods, LLC
Whole Foods Market, Inc.

More than 75% of respondents represent commercial or industrial companies.



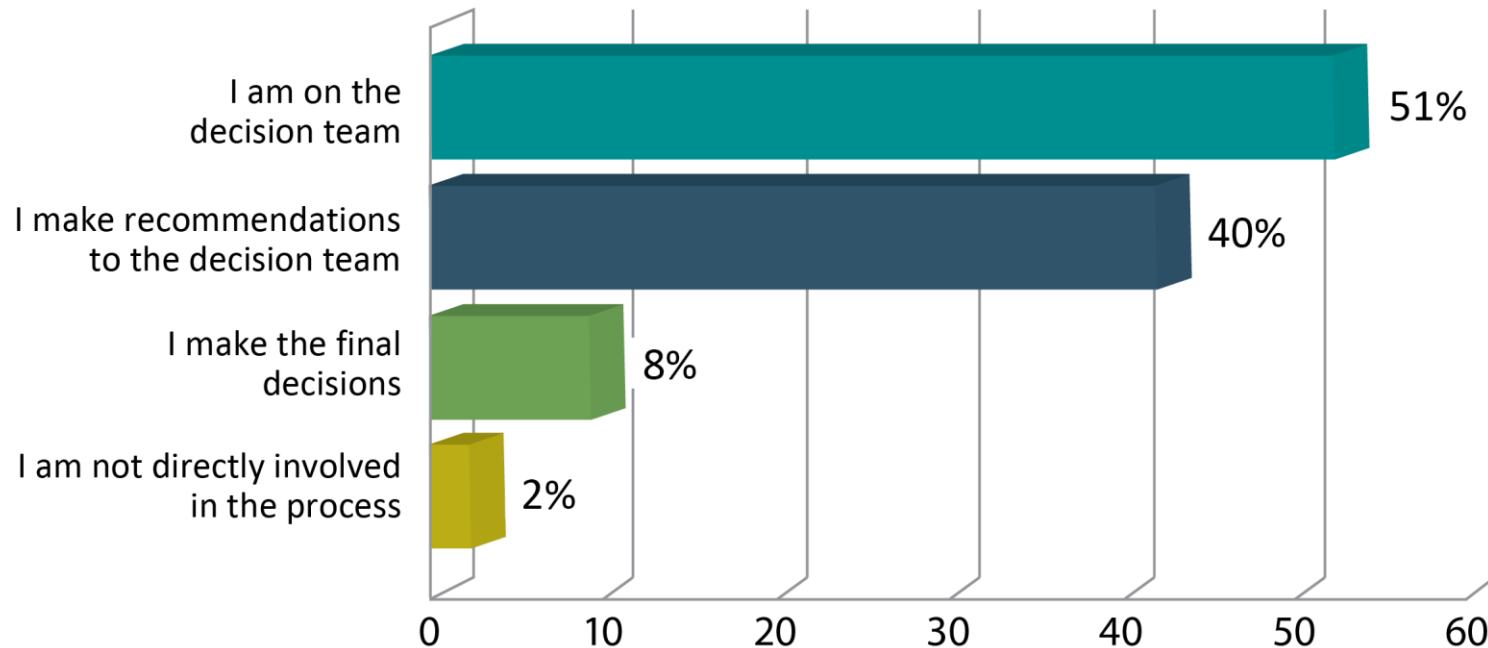
Q: Which of the following best describes your company?

Results reflect the views of energy, sustainability, and facility management.



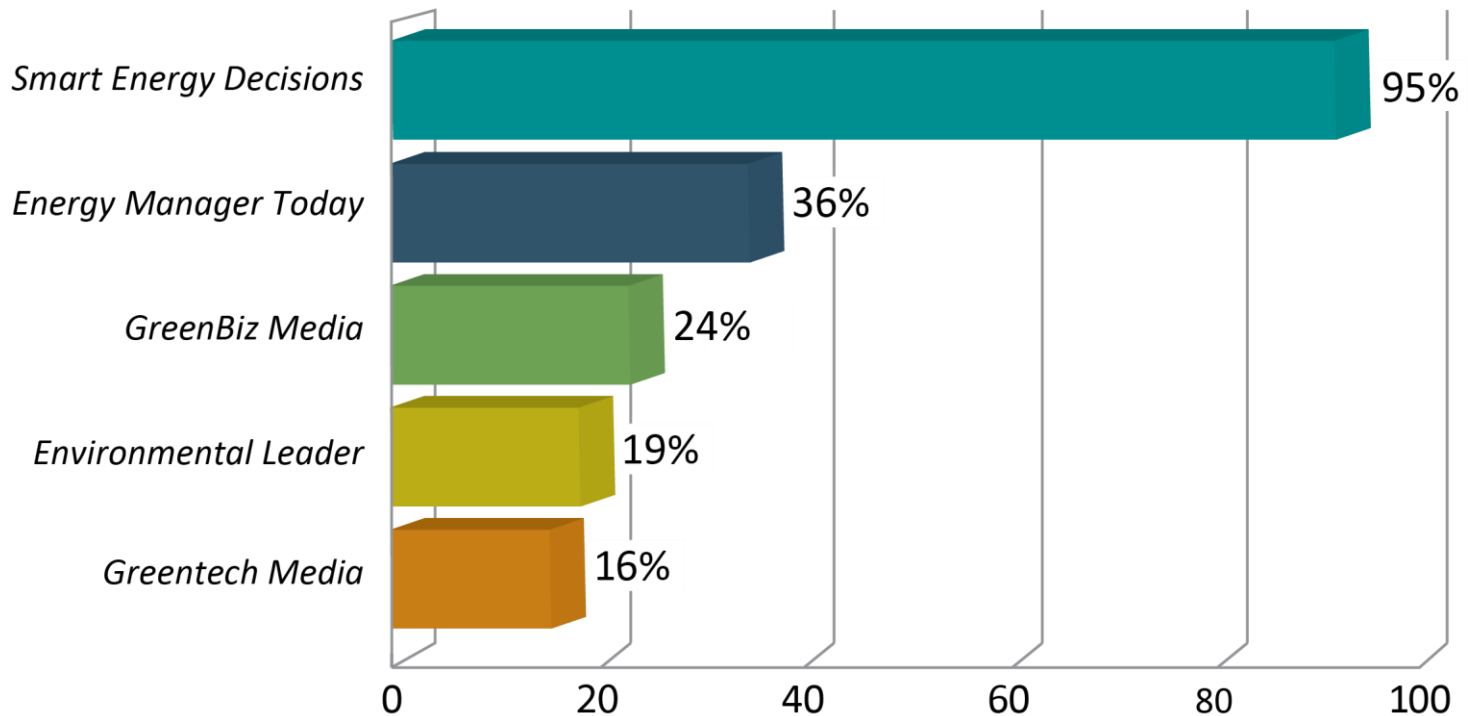
Q: Which of the following best describes your role?

Virtually all respondents are involved in decision-making for the purchase of energy products and services.



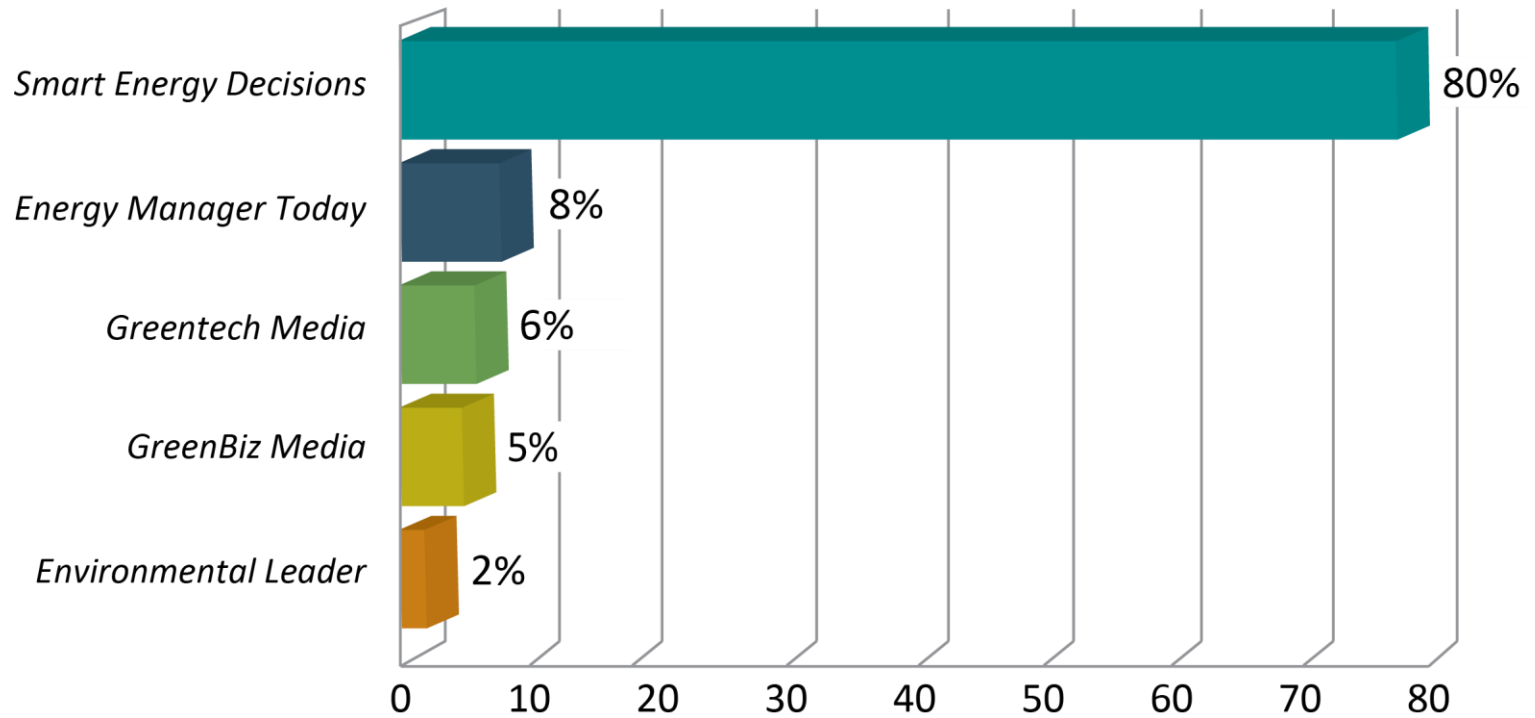
Q: Which best describes your role in the purchase of energy products and services?

The reach of *Smart Energy Decisions* e-newsletter is unparalleled.



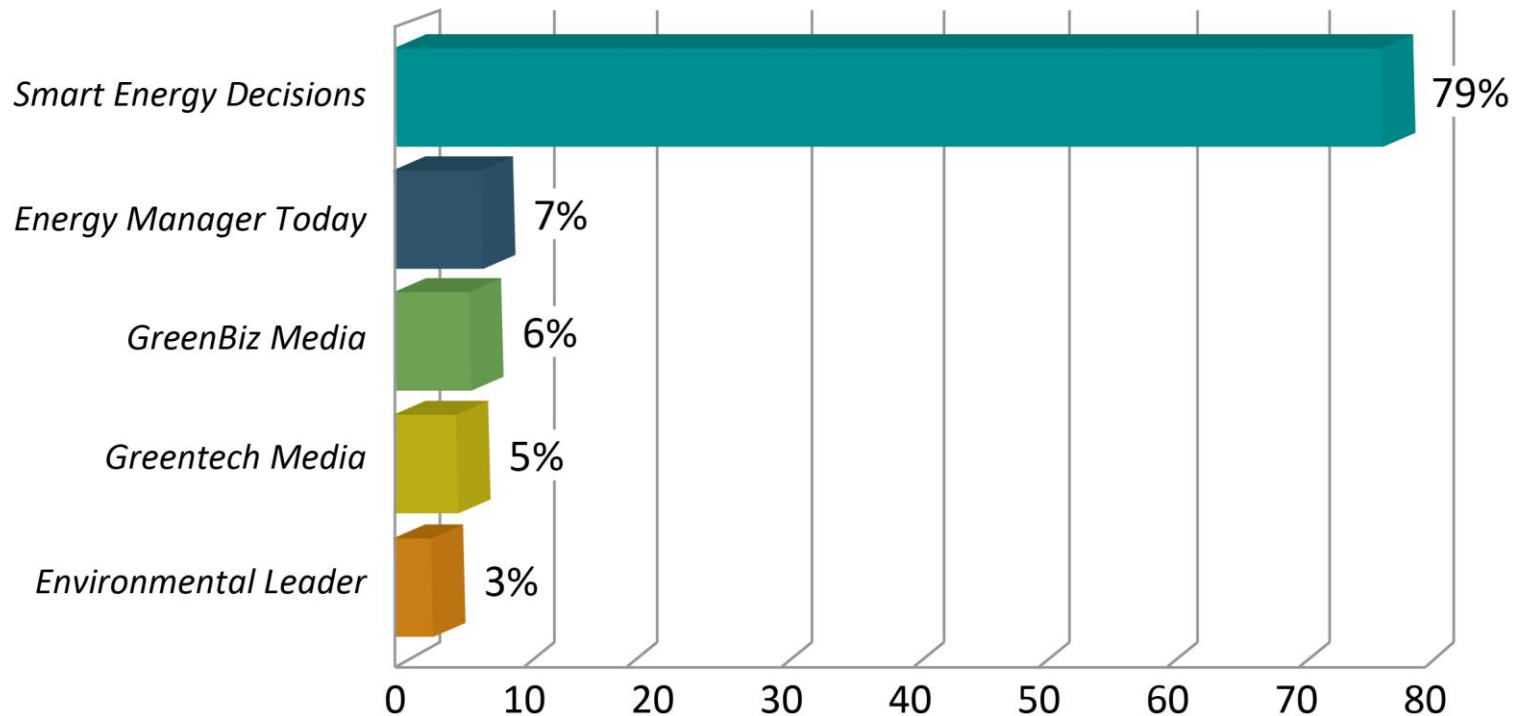
Q: Which of the following e-newsletters do you receive? (Choose all that apply)

Executives select *Smart Energy Decisions* as their most valuable e-newsletter by a factor of 10 to 1.



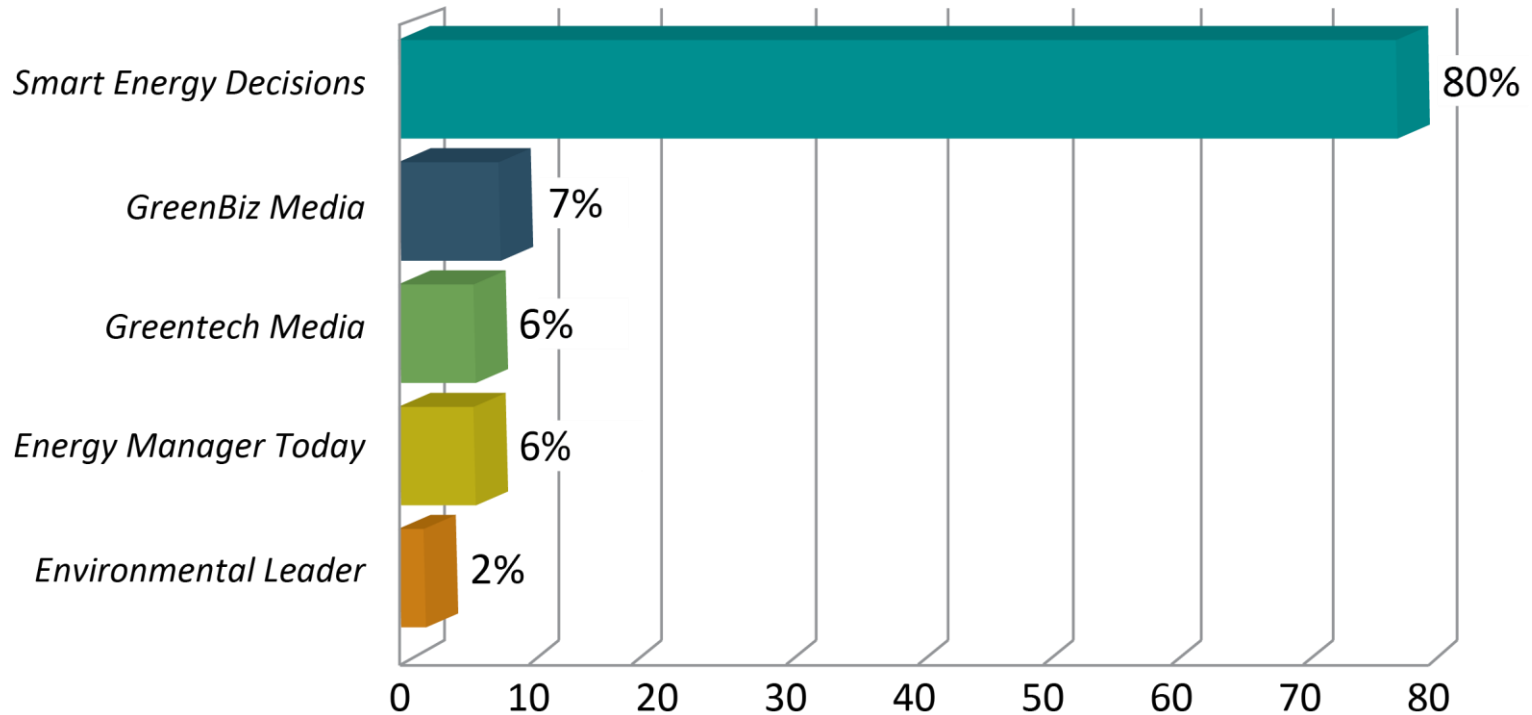
Q: Select the e-newsletter you think is the MOST VALUABLE one you receive.

Executives rely on the accuracy and credibility of *Smart Energy Decisions*.



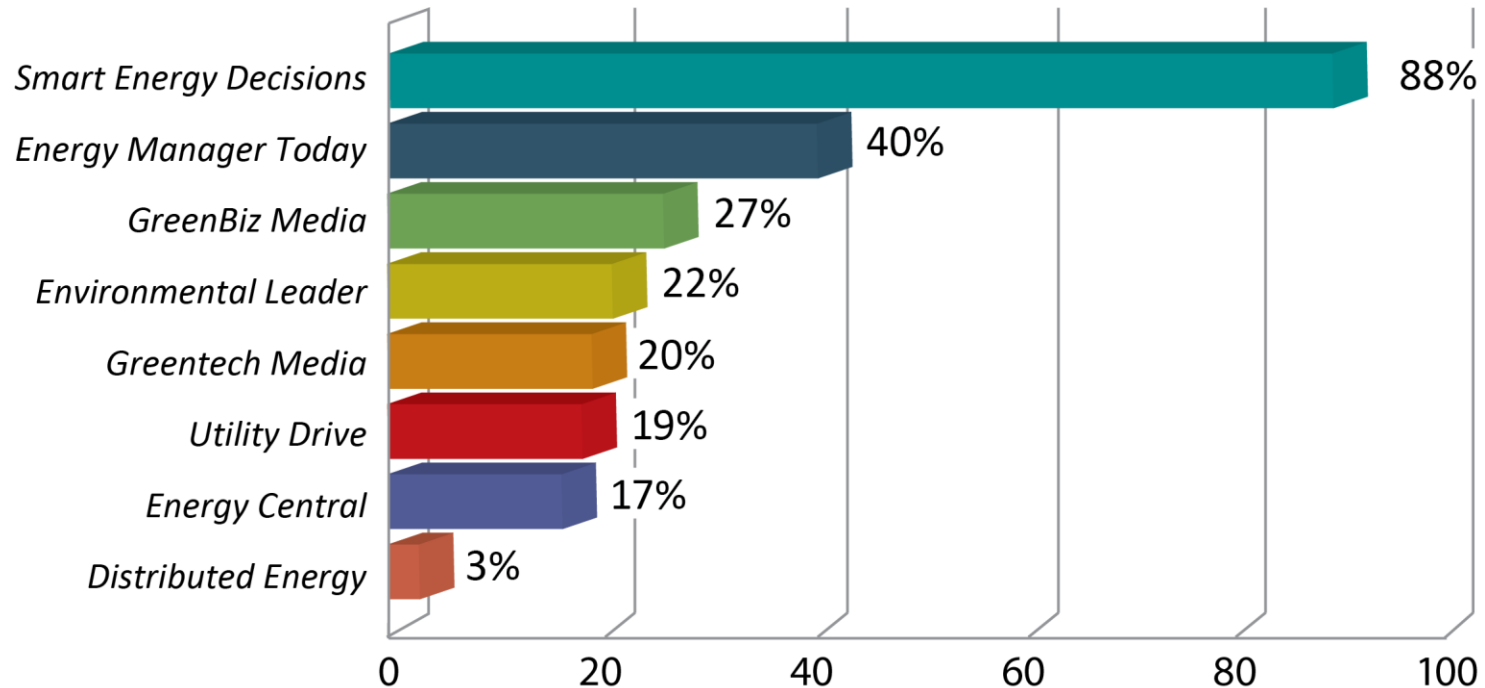
Q: Select the e-newsletter you think is the MOST ACCURATE AND RELIABLE one you receive.

If they had time to read only one, executives select *Smart Energy Decisions* by a factor of 11+ to 1.



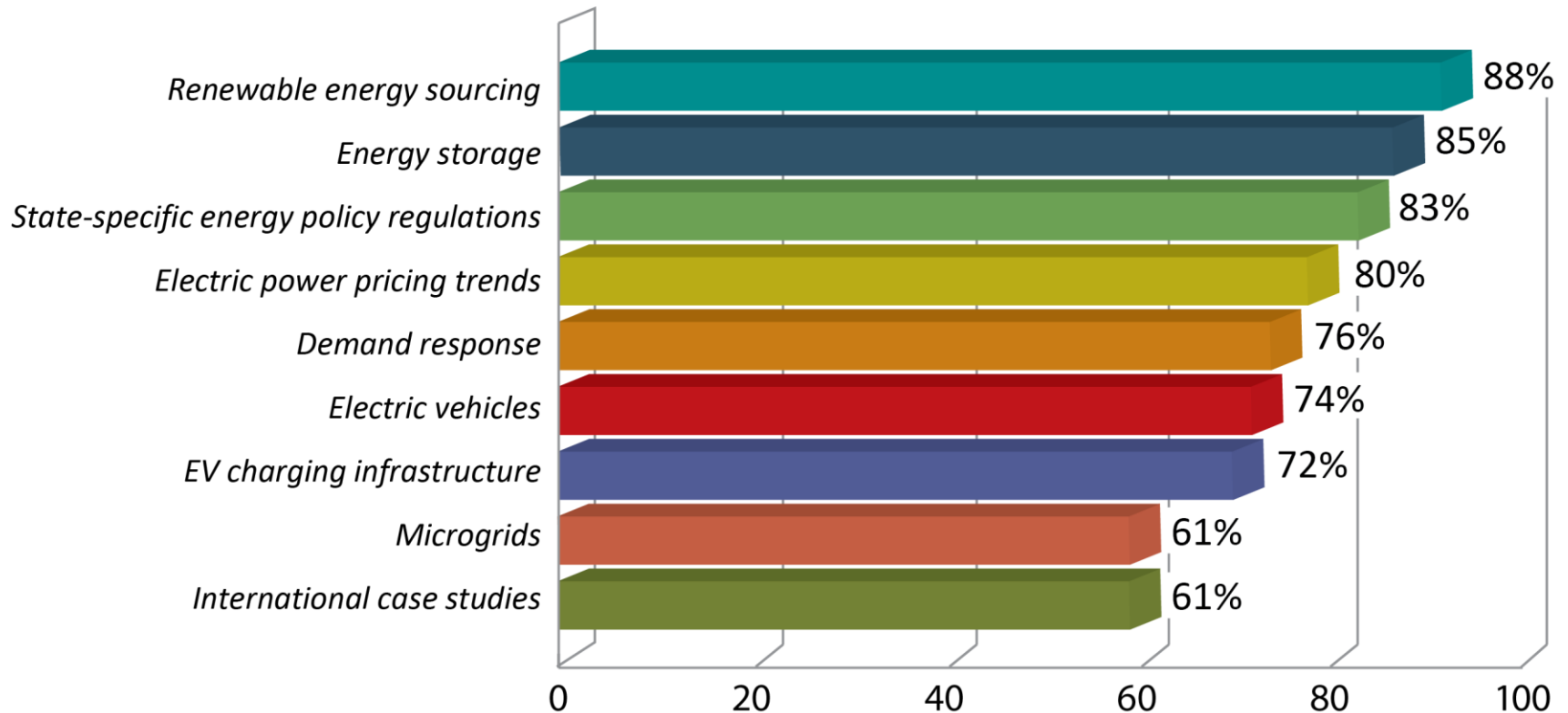
Q: If you had time to READ ONLY ONE of the following e-newsletters, which would it be?

You should be on SmartEnergyDecisions.com;
that's where your customers are.



Q: Which of the following websites do you visit to keep informed on what other companies are doing in corporate energy management? (Choose all that apply)

Level of Interest in Industry Topics (% of respondents extremely/somewhat interested)



Q: Please rate your level of interest in the following topics.

Conclusions

- Buyers have embraced *Smart Energy Decisions*' use of best practices in online media.
- Today, *Smart Energy Decisions* is the most efficient and effective way to deliver your message to buyers.
- Buyer preference for *Smart Energy Decisions* is overwhelming.
- *Smart Energy Decisions* delivers maximum ROI for your limited trade marketing dollars.



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