



“ Industry knowledge, robust research methodology, and deep consultation we provide are the key ingredients that help our Energy clients address the new opportunities and challenges. ”

Neil Modi

Senior Vice President  
Energy Group



According to *The International Energy Agency*, humanity will consume 700 quadrillion Btu a year by 2030, up 40% from today. That is substantial demand growth in a short period of time for a world that is already challenged to address its energy supply and conservation needs.

As with any growth industry, such demand and challenged present enormous opportunity.

### INTERNATIONAL COMMUNICATIONS RESEARCH (ICR)

Is a full-service marketing research agency that has for over 25 years been designing and implementing solutions to complex strategic, tactical and policy issues in the U.S. and in more than 90 countries worldwide.



Our Energy Group combines over 25 year heritage in market research with a dedicated team of Energy research consultants that have been assisting our clients meet the changing demands of the industry through:

- Product Innovation & Testing
- Market Competitor Assessment
- Market Estimation & Forecasting
- User Attitudes, Behavior & Preferences
- Customer Satisfaction
- Brand & Communications Research

ICR’s consultants leverage a broad range of qualitative and quantitative interviewing approaches that include:

- Regular & Cell Phone
- Online Panel
- Focus Groups & In-Depth Interviews
- Ethnography
- Mail
- On-Site

We offer custom marketing research services to a multitude of participants across the Energy complex, including:

- Electricity Generation
- Alternative Energy
- Energy Efficiency
- Energy Storage
- Disposal
- Environment
- Water
- Transportation
- Agriculture

*Our Energy consultants create ways to develop powerful new solutions to help optimize market entry, expansion strategy, product positioning & customer retention.*

Excelling in insight and being in the business of providing market information, we focus our energies in ensuring:

**Data Integrity and Quality:** Apply sound design to derive reliable and valid information, while exerting stringent quality standards and adhering to client privacy, data security, and respondent confidentiality as described by CASRO.

**Actionable Insight:** We take a strategic, yet practical orientation toward study guidance and design, results interpretation, in-person workshops, and presentations to help make findings actionable.

**In-Market Performance:** We are committed to working closely with our clients and their stakeholders to the ongoing process of supporting strategy and assessment of ROI.

## MORE ABOUT US

ICR is a subsidiary of AUS, Inc. that provides financial consulting services to the public utility industry. AUS' expertise includes all aspects of the utility regulatory and rate-making arenas, as well as the valuation, energy training, and marketing research fields. Another of AUS' subsidiaries, AUS Consultants, is well respected throughout the industry with decades of experience in vertically integrated utilities as well as utilities operating in the restructured industry.

AUS Consultants publishes some of the top utility reports in the industry including the AUS Monthly Utility Report, the AUS Quarterly Dividend Monitor & Outlook, the AUS Merger & Acquisition Quarterly, the AUS Telephone Plant Index, and the AGA Rate Service Report, which is published under license for the American Gas Association.

Since its inception over 40 years ago, AUS has anticipated, witnessed, and provided consulting services to address a broad range of businesses across multiple industries. As a result, AUS grew to include **ICR, Social Science Research Solutions (SSRS), Marketing Systems Group (MSG), Survey Technology & Research Center (STR), Centris, AUS Consultants, and RoyaltySource®**. Together, these AUS operating companies provide exceptional consulting and market research products and services to clients throughout the United States and internationally.



We utilize numerous approaches to gather insights from various participants within the industry.

- Private investors
- Institutional Investors
- Retail Consumers
- Commercial Users
- Government Users
- Construction Companies
- Engineers
- Farmers
- Producers & Distributors
- Environmental Agencies

We specialize in both Business-to-Business and Business-to-Consumer interviewing. Forty percent of our over 200 interviewers are specially trained to interview executive decision makers, middle management, owners and a wide range of professionals.

**Contact:**  
**Neil Modi**  
**484-840-4341**  
**[nmodi@icrsurvey.com](mailto:nmodi@icrsurvey.com)**  
**[www.icrsurvey.com](http://www.icrsurvey.com)**

