

E Source 2022 Residential Products, Programs, and Services survey results

Kyle Rodriguez, Analyst, Customer Engagement Solutions

Behavior, Energy, Climate Change (BECC)





E Source helps utilities and cities reduce costs, evolve their technologies, increase customer satisfaction, and create industry-leading programs.

Our innovative solutions are delivered through predictive data science, market intelligence, consulting, and advisory services.

Agenda



2022 Residential Products, Programs, and Services survey details



How do customers feel about their electric utility?



How can your utility help customers manage their bills?



What offerings are customers adopting or considering?



What do customers think about energy products, programs, and services?

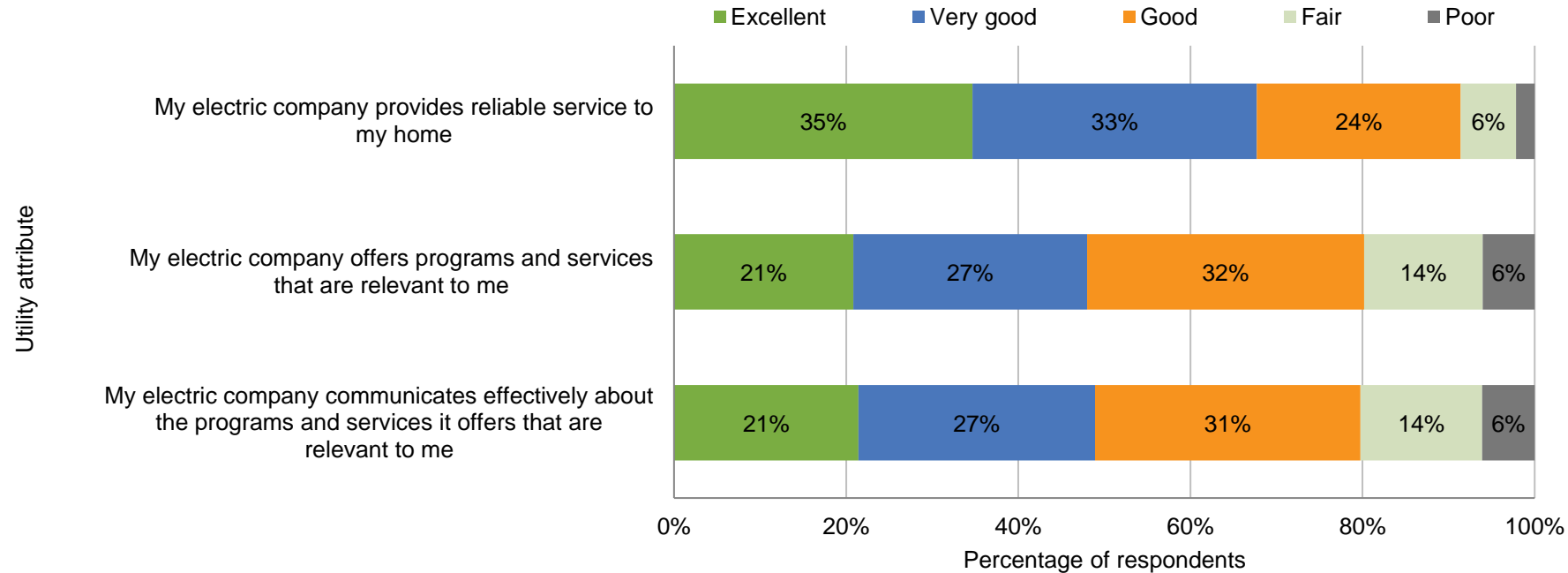
2022 Residential Products, Programs, and Services survey



Survey background

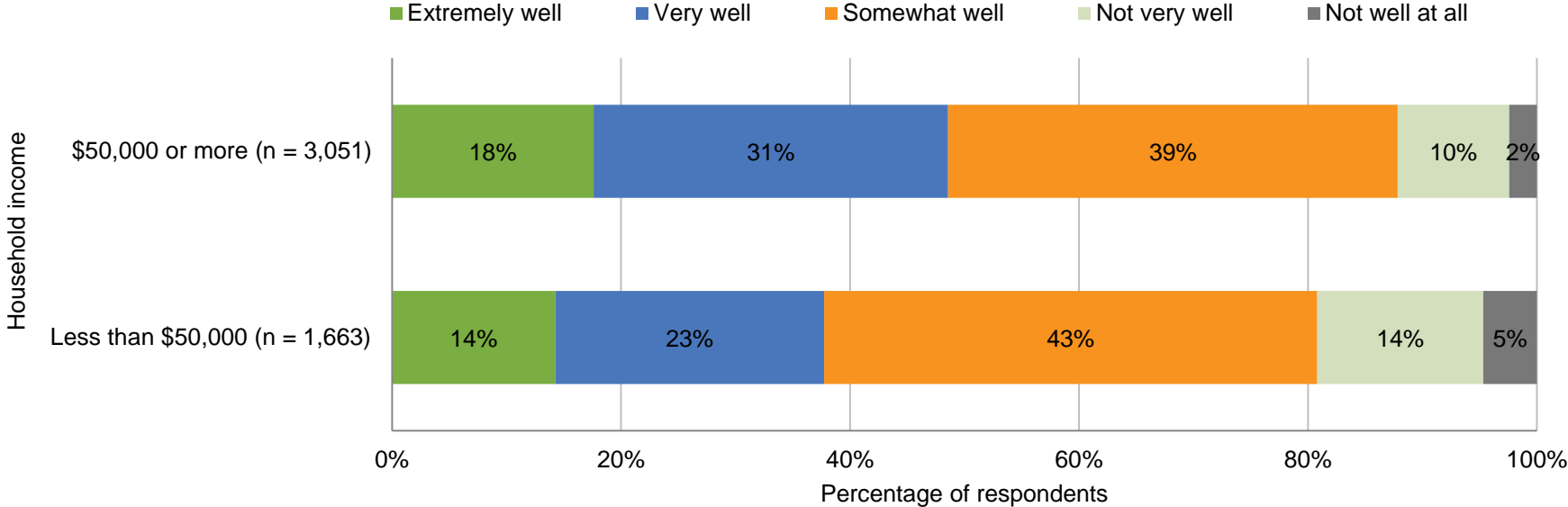
- Sample size: $n = 4,854$
 - US respondents responsible for paying a utility bill
 - Fielded in July 2022
 - Quotas for demographics and geography
 - Postfieldwork weighting
- Topics:
 - Overall perceptions of utility, reliability, communications, and offerings
 - Interest in billing options such as time-of-use (TOU) rates, demand charges, and block rates
 - Interest in and adoption of smart technologies, battery storage, solar, and EVs
 - Interest and participation in utility programs such as community solar, demand response, home audits, weatherization, and rebates

Utility performance regarding reliability, programs, and communications



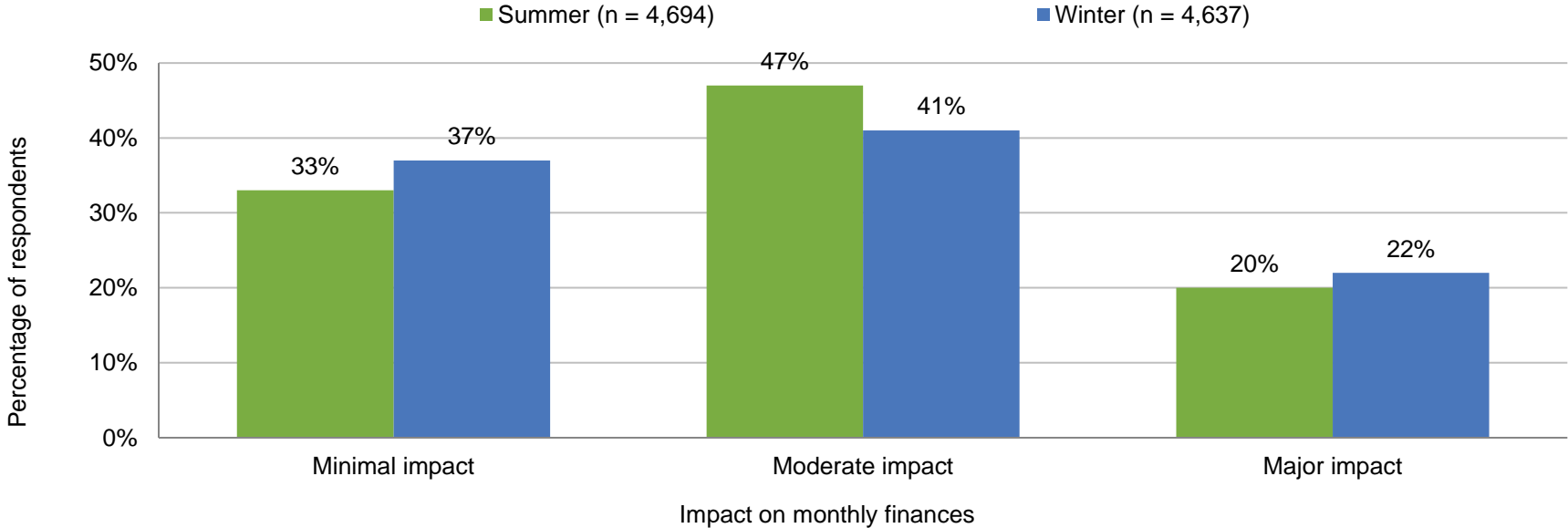
© E Source (2022 Residential Products, Programs, and Services). **Base:** All respondents (n = 4,854). **Question S2_2:** Please rate the following statements about how well your electric company performs in relation to the programs they offer, their service, and their communications. **Notes:** Percentages may not add to 100 due to rounding. Percentages shown in the chart reflect weighted data; sample sizes (n) are based on unweighted data. We removed data labels less than 3%.

Low-income customers are less likely to understand their bill than higher income customers



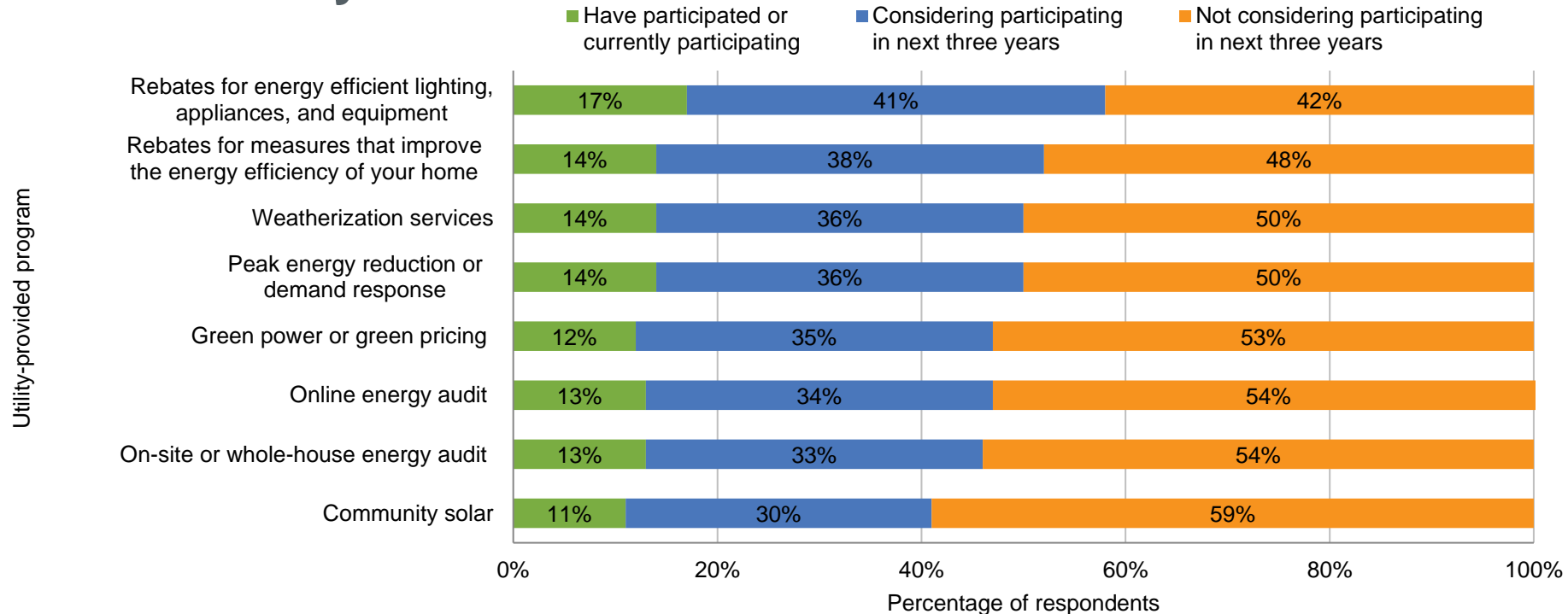
© E Source (2022 Residential Products, Programs, and Services survey). **Base:** All respondents, n varies by income. **Question S3_5:** How well do you understand the components that make up your electricity bill? **Note:** Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

Most customers say their electric bill has a moderate or major impact on their monthly finances during peak seasons



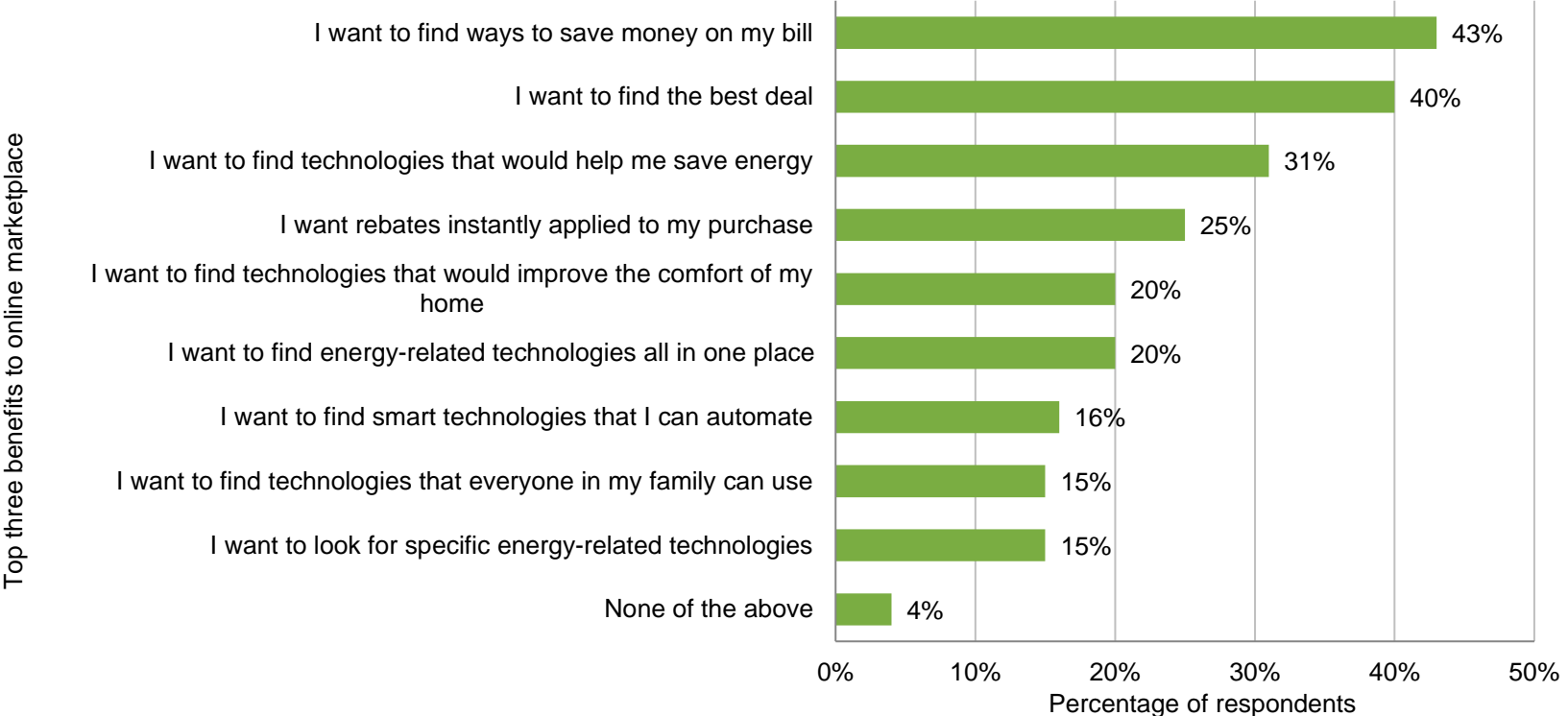
© E Source (2022 Residential Products, Programs, and Services survey). **Base:** All respondents, n varies income. **Question 3_2:** On average, how does your electricity bill affect your monthly finances, by season? **Notes:** Percentages shown in the chart reflects weighted data; sample sizes (n) are based on unweighted data. "Don't know" and "prefer not to say" responses (each <5%) removed.

Over a third of customers are considering an energy program in the next three years



© E Source (2022 Residential Products, Programs, and Services survey). **Base:** All respondents (n = 4,854). **Question S7_4:** Which, if any, of the following electric company-sponsored programs have you participated in, are currently participating in, or are considering participating in? Select all that apply. **Notes:** Percentages may not add to 100 due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

How can an online marketplace benefit customers?



© E Source (2022 Residential Products, Programs, and Services). **Base:** Respondents who reported being likely to use an online marketplace (ratings of 3–5 on a 5-point scale) (n = 2,813). **Question S7_11:** What do you feel are the top three benefits for using an online marketplace provided by your electric company? **Notes:** Respondents were allowed to choose up to three answers. Percentages shown in the chart reflect weighted data; sample sizes (n) are based on unweighted data.

Key takeaways

Customers are generally satisfied with their utility, but they also want to relevant communication of programs.

Most customers say their electric bill has a moderate or major impact on their monthly finances during peak seasons.

Over a third of customers are considering an energy program in the next three years.

Online marketplaces can help your customers save on bills and find deals on products.

Target and segment your customers with market research to provide relevant educational materials that resonate.

Contact us



Kyle Rodriguez

Analyst, Customer Engagement Solutions

E Source

303-345-9003

kyle_rodriguez@esource.com

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