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**Jonathan Field**

Smart Energy Consumer Collaborative

404-348-8015

[jonathan.field@smartenergycc.org](mailto:jonathan.field@smartenergycc.org)

**Smart Energy Consumer Collaborative Captures Five Key Interests of Energy Consumers**

*New study shows what residential energy customers and small-and-medium businesses want from their electricity providers*

**ATLANTA – Feb. 14, 2019** – The Smart Energy Consumer Collaborative (SECC) today announced the publication of the “2019 State of the Consumer” report, an analysis of five 2018 research studies that provides an up-to-date look at major trends regarding the behaviors, attitudes and motivations of U.S. energy customers.

SECC’s [2018 research](#) agenda included new primary research – “Understanding Your SMB Customers”, “Consumer Platform of the Future”, “Data Analytics: Unlocking the Consumer Benefits” and “Consumer Values: Moving the Needle on Engagement” – and one in-depth analysis of multiple survey databases, “Spotlight on Low-Income Consumers”. Collectively, these studies, which include over 5,500 survey responses, explore consumers’ needs and wants in a rapidly evolving energy ecosystem.

The “2019 State of the Consumer” report offers overviews of the key findings from each of the aforementioned studies, but also details five important takeaways on the wants of today’s energy consumers that emerged from the studies and five utility case studies published by SECC in 2018.

The following takeaways can be used by electricity providers to better meet the needs of today’s energy consumers (both residential and small-and-medium business customers):

1. Return-on-investment information helps consumers understand programs and drives participation.
2. The time is now for technology-based solutions like those offered in other industries.
3. The already engaged consumers are ready for the next step.
4. Upfront costs are a hurdle for many consumers — not only those with lower incomes.
5. Consumers will enroll and participate if it’s easy and convenient for them to do so.

“The energy industry has undergone many changes in recent years, including the growth of renewable energy, the emergence of smart home products and the expansion of smart grid

technology,” said Patty Durand, President & CEO of SECC. “The new report provides a concise, updated look at consumers’ needs and what energy providers can implement to improve their customers’ experiences.”

The full “2019 State of the Consumer” report can be downloaded by SECC members [here](#) and is available to members of the media on request. A publicly accessible summary of the new study is available for [download here](#).

To learn more about SECC, visit [www.smartenergycc.org](http://www.smartenergycc.org), follow [@seconsumer](#) or read [our blog here](#).