



Alleviating Americans' Energy Burdens

Following a period of high inflation and rising energy costs, the Smart Energy Consumer Collaborative (SECC) conducted a survey to uncover how families are dealing with economic uncertainty. This Smart Energy Snapshot reveals insights for electricity providers and other industry stakeholders looking to better understand consumers who have had difficulties paying their electric bills.

25%

of Americans said they have struggled to pay their electric bill in the past 12 months, including:



Consumers making under \$50K per year have had to...

Make a late payment **39%**

Apply for an assistance program **27%**

Make a partial payment **25%**

Consumers often lack awareness of utility programs that could lower their bills. In the past 12 months, few struggling consumers have heard about these programs from their electricity providers.



12% Received an offer to perform an energy audit

22% Have been offered an alternative rate plan

24% Know about rebates on energy-efficient appliances

34% of those who make <\$50K/year

32% of those who rent their homes

Struggling consumers are trying to decrease their bills by...

53%

Reducing heating and/or air conditioning usage

20%

Installing more energy-efficient appliances

41%

Replacing inefficient bulbs with LED bulbs



Source: An online survey of 1,524 Americans conducted on April 19-20, 2023.