

Providing the energy industry with the latest information in consumer engagement and smart energy, the Smart Energy Consumer Collaborative's Research Agenda highlights the key topics that will be explored in 2025.

Q1

2025 State of the Consumer Report

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Drawing on SECC's consumer research projects from 2025 along with outside research, this annual report will present the major themes on today's utility-customer relationship and discuss ways that the energy industry can increasingly move toward customer-centricity.

Q2

Consumer Pulse and Market Segmentation – Wave 9

Consumer Pulse and Market Segmentation – Wave 9

The energy industry has experienced unprecedented transformation in the products and programs available to consumers for managing their energy use. As the industry has evolved, so too have consumers' expectations. This in-depth study of residential customers will look at the changes in consumer behavior, values and motivations and will provide a new consumer segmentation framework to add to SECC's resources.

Q3

Customer Insights Spotlight Series

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Expanding on the findings from SECC's *Consumer Pulse and Market Segmentation – Wave 9* research, the Customer Insights Spotlight Series will take a deep dive into three groups of residential energy consumers. We will highlight the differences in these diverse consumer groups and provide actionable takeaways to increase customer engagement and satisfaction in each group. The series will include three reports on noteworthy demographic breakdowns:

- Low-Income Consumers
- Gen Z
- Urban vs. Suburban vs. Rural

Q4

Homebuying in the Energy Transition: Consumer Needs and Knowledge

Homebuying in the Energy Transition: Consumer Needs and Knowledge

Moving into a new home is one of the most monumental occasions in a consumer's life. Among the many important considerations being weighed, consumers are making decisions on energy efficiency, appliances and systems, as well as energy programs and rate plans, that will impact them for years to come. But who are consumers looking to for guidance during this process? This study aims to gain knowledge from the industry professionals who are helping consumers when moving into a new home. By interviewing real estate agents, contractors and developers, we will uncover what consumers are looking for around energy-related upgrades — such as rooftop solar, induction cooking and energy storage — and what those upgrades do for the value a home and its desirability in the real estate market.

Smart Energy Snapshot Series

In 2023, SECC started this series of short-form surveys to stay updated on consumer trends and perspectives on smart energy technology and programs. Potential topics for 2025 include:

- Winter Demand Management Programs
- Solar Outlook
- Home Energy Storage
- Payment Strategies and Energy Affordability

Providing consumers with relevant, reliable information on important, timely topics, the Smart Energy Consumer Collaborative's Education & Outreach Agenda highlights the key projects that will improve consumer understanding and engagement in 2025.

Q1

Cooling Consumer Concerns on Heat Pumps

Cooling Consumer Concerns on Heat Pumps

SECC's research shows that consumers have lots of questions related to heat pumps and how they can benefit their home. This resource will expand on our *Educating on Electrification* efforts from 2024 to follow a consumer's journey toward purchasing and installing a new heat pump to help them become smarter energy consumers.

Q2

Shaping the Future: Consumers and the Energy Movement

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This white paper will provide a showcase of utility examples around the themes presented in the *2025 State of the Consumer* report. We will present examples in action on how electricity providers from across the United States and Canada are listening to and engaging with consumers as part of today's energy movement.

Q3

Collaborative Communities Creating Smarter Energy Consumers

Collaborative Communities Creating Smarter Energy Consumers

Building from our library of consumer educational resources, we will develop a new resource in both English and Spanish to help kickstart a conversation on becoming a smarter energy consumer. This resource will highlight some key topic areas, such as energy efficiency and electrification, as well as provide guidance to consumers on how to better understand their energy bills and electric rates.

Q4

Guiding Small Businesses on Their Smart Energy Journeys

Guiding Small Businesses on Their Smart Energy Journeys

Small and medium businesses have unique energy needs and often need additional guidance or resources. This new guide will help showcase examples of successful small business outreach efforts and highlight ways energy providers are helping small businesses become smarter energy consumers.



Interested in Joining a Committee?

SECC's Research and Education & Outreach Committees meet approximately once per month to develop the projects listed in the annual agendas. If you are interested in participating in 2025, please contact **SECC's Deputy Director Jason McGrade** to be added to the invites.