



ORACLE®

Utilities Consumer Trends Report

How energy providers can address
the changing needs of customers by
becoming a valued energy partner

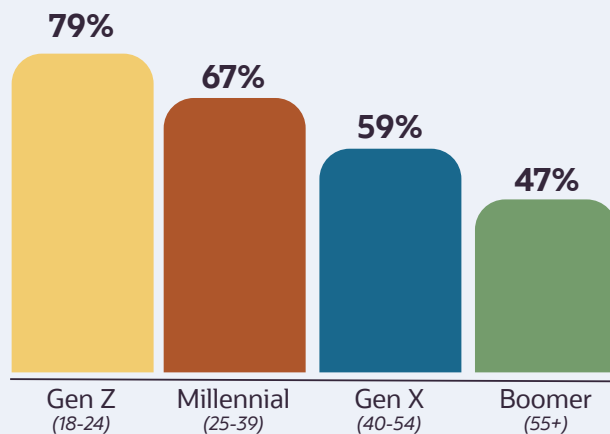
Part 1: Contribute to a better planet



A new generation of customers demands sustainability and accountability from their energy partner.

Where previously customers might have been focused on getting the best deal over going green, for the next generation sustainability is at the top of the agenda. Younger customers want energy providers to take a leading role in the fight against climate change, and they want their energy partner to help them further their own sustainability goals.

My carbon footprint has become MORE important to me in the last 12 months:



Customers want an energy partner who takes initiatives for a greener future.

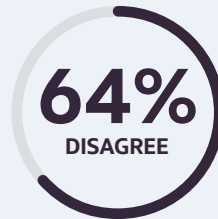
Today, energy providers across North America, UK and Europe are not seen to be taking action against rising carbon footprints. But it's an important part of the role that customers expect their providers to play, by helping them to reduce their energy usage, carbon emissions and help adopt a more sustainable lifestyle.

And they're willing to pay for it, too: the younger the customer, the more willing they are to pay a premium for greener energy. Over half of customers today indicate that low-carbon and renewable energy sources are important to them, and this share is set to grow.

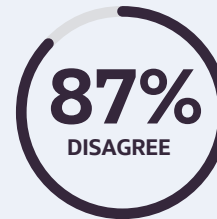
To capture the attention of future generations of customers, providers will have to prove their commitment to long-term sustainability and carbon emission reduction through tangible actions and proactive communication.

Today, my energy provider:

Has mentioned my carbon footprint to me



Helps me reduce my carbon footprint



In the future, my energy provider should:

Help reduce home energy usage

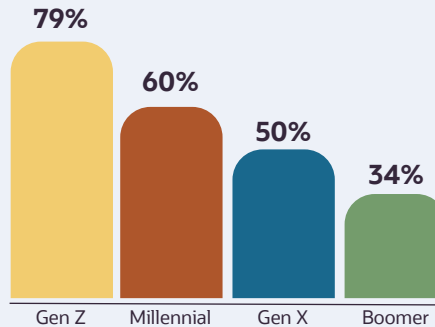


Do more to help me reduce carbon emissions



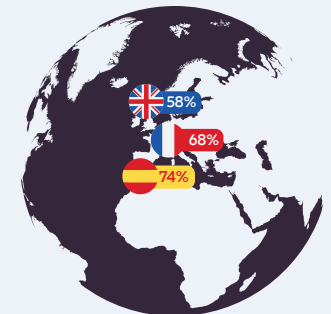
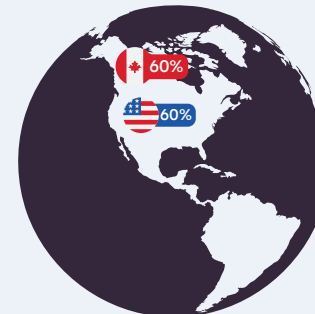
Customers are willing to pay more for clean energy

Nearly 50% of customers are willing to pay 10%+ on top of their energy bill for clean energy.



Customers are already taking action to reduce overall energy consumption

Nearly half (45%) are already or actively plan to use their energy supplier's advice to reduce their overall home energy consumption, with European countries leading the charge.



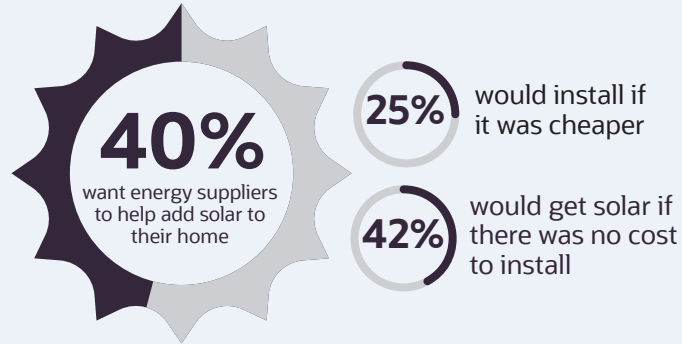
Customers want an energy partner who is proactive in helping them reduce their carbon footprint.

Many customers are actively taking steps to reduce their own carbon footprint and would like a helping hand from their energy partner - for example, tangible information about how they can reduce their energy usage and be more efficient.

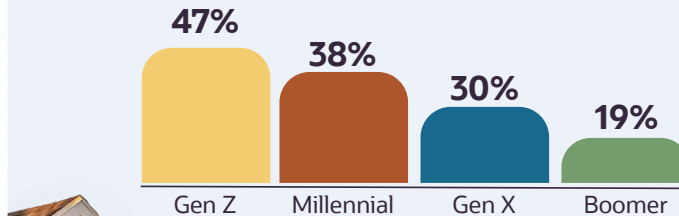
Interest in solar energy is also at an all-time high, with customers increasingly keen on investing in solar generation (buying, leasing or investing in shares in solar farms). Whilst enthusiasm is highest among younger customers, price is the biggest barrier.

Demand for solar panels is likely to rise as this group gains disposable income and as the price of solar continues to go down.

On Solar



Want to install solar panels in the next 5 years



Customers want specific advice from their energy provider to become more energy efficient



Full report coming soon!

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How energy providers can address the changing needs of customers by becoming a valued energy partner

This report is based on data collected by Oracle in association with Untold Insights from 2,500 consumers in US, UK, Canada, France and Spain, and highlights the generational differences in customer expectations and identifies avenues for growth for utility providers in the years to come.

