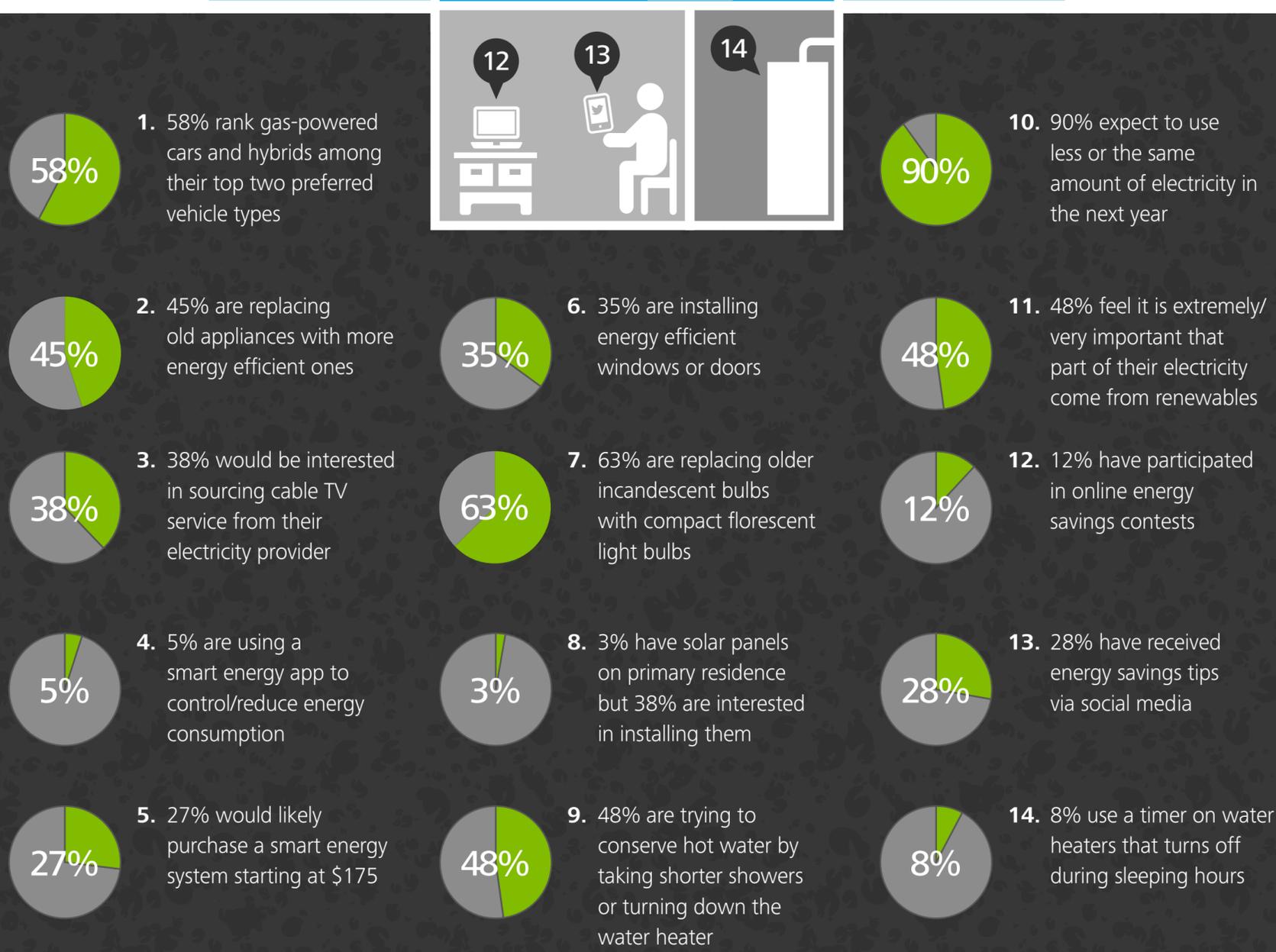
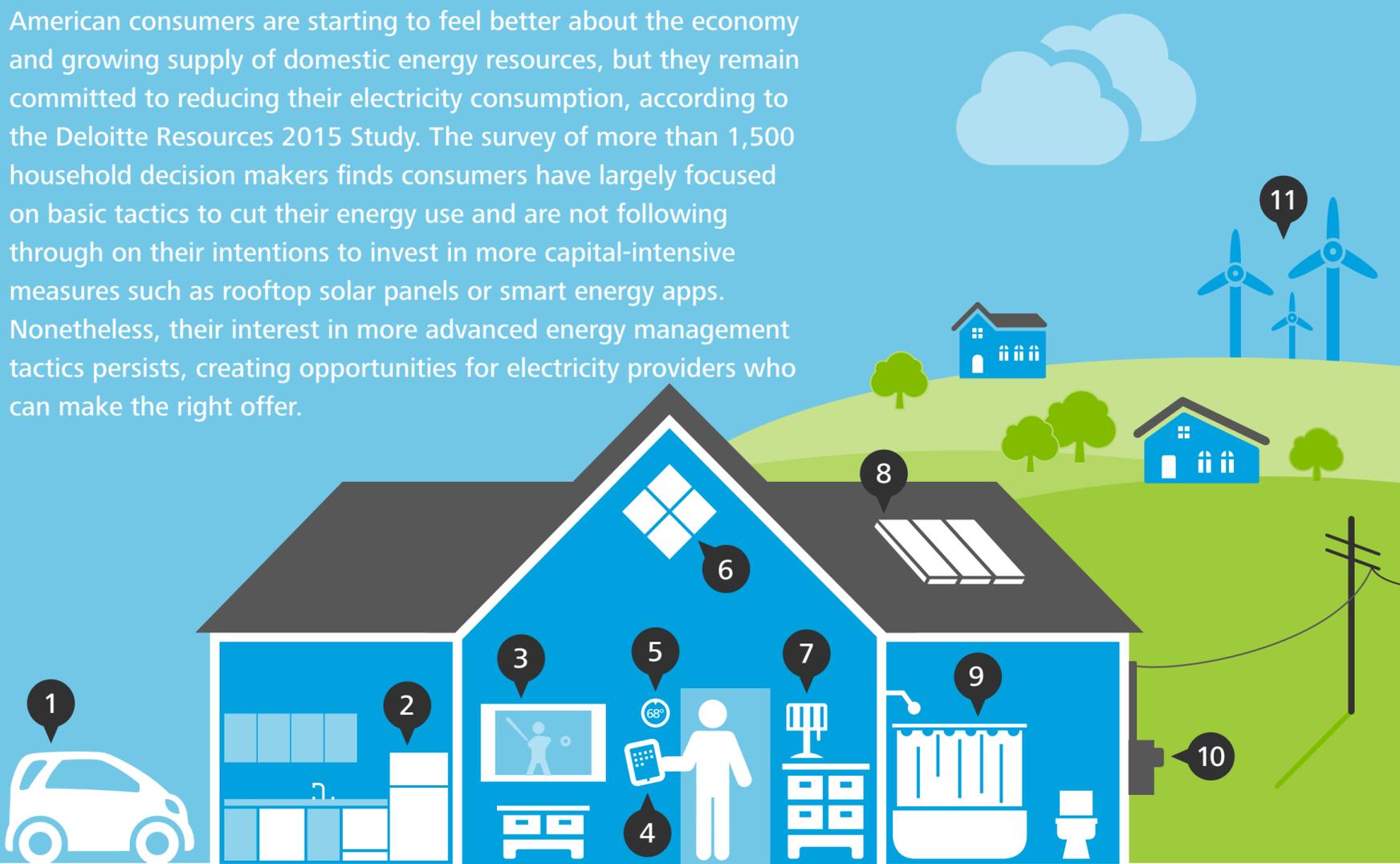


A snapshot of today's residential electricity customers

American consumers are starting to feel better about the economy and growing supply of domestic energy resources, but they remain committed to reducing their electricity consumption, according to the Deloitte Resources 2015 Study. The survey of more than 1,500 household decision makers finds consumers have largely focused on basic tactics to cut their energy use and are not following through on their intentions to invest in more capital-intensive measures such as rooftop solar panels or smart energy apps. Nonetheless, their interest in more advanced energy management tactics persists, creating opportunities for electricity providers who can make the right offer.



Source: Deloitte Resources 2015 Study | Download the full report to learn more www.deloitte.com/us/resources

Deloitte Center for Energy Solutions

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