

Figure 2: Use of digital channels growing among utility customers



**28%** of consumers say they have received energy saving tips from social media, up from 19% in 2014.

Use of social media is even more pronounced among Gen Y members, with **38%** saying they have received energy saving tips that way.

Participation in online energy savings contests is small but growing, doubling from 6% in 2014 to **12%** in 2015.

Web engagement is higher among Gen Y members, with **15%** reporting they have participated in online energy savings contests.