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Deloitte Center for Energy Solutions: Knowledgeable Electricity Customers Seek Greater Choice and More Control of Energy Value Chain - 2014 Study.

Deloitte Center for Energy Solutions

 Deloitte reSources 2014 Study Informed and In Charge

Knowledgeable electricity customers seek greater choice and more control of energy value chain

Energy management gained traction in the United States as a cost-cutting measure in response to the “Great Recession.” With the U.S. economy largely perceived to be stabilizing, what are residential consumers and businesses now thinking and doing about energy management? Will the prospects of growth in consumer income and business profits influence electricity usage and plans for future consumption? What energy-related products and services are electricity customers adopting now or considering for the future? How are consumers and businesses responding to new market entrants? And, how is the evolving electric marketplace affecting what they expect from their electric suppliers?

The Deloitte reSources 2014 Study (the “Study”) illuminates the mindsets and behaviors of electricity customers in relation to questions such as these. The objective is to provide insights that can be useful in helping energy companies and businesses make energy-related investment and business decisions.

The Study captures two perspectives

The business portion is based on more than 600 online interviews with business decision makers. **The consumer portion** is based on more than 1,500 demographically balanced online consumer interviews.

High-level findings from the business and consumer surveys are now available. Full reports will be available this summer.



For a “deeper dive” into the data and analytics, information on more detailed findings, or questions regarding the Study, visit www.deloitte.com/us/resources.