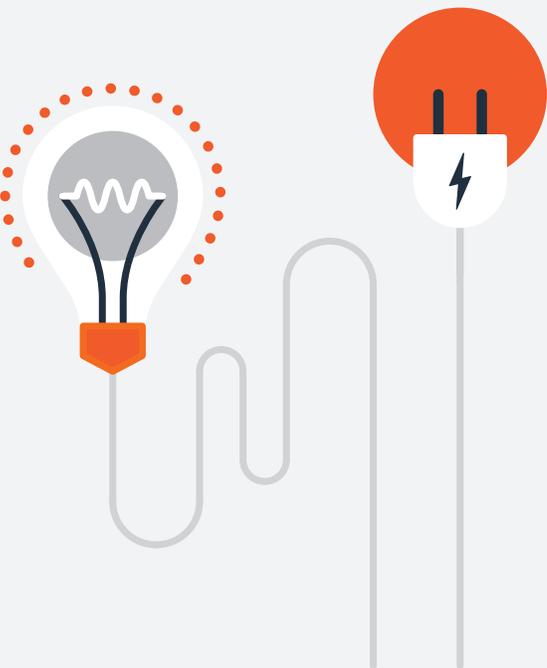


Retail Energy – COVID-19 Highlights in Consumer Trends

ConneXion Research conducted an online survey in June of 2020 with a total of 126 participants from Dallas and Houston, with both General Market and Hispanic consumers. The survey is a combination of questions submitted by attendees of EMC Houston from March 2020 and from our clients and partners trying to understand the current state of customers due to the COVID-19 impact.

Choosing & Staying with a Retail Energy Provider



Besides price, **52%** state that “Customer Service” (i.e. good service, talk to a representative locally, etc.) is an important factor in **choosing** a retail energy provider.

31% stated that “Special Offers, Promotions or Rebates” and **29%** “No or Little Deposit required” are among the top reasons for choosing an electricity provider.

Besides price, the top three reasons that would motivate people to **stay** with a retail energy provider are **43%** “Customer Service” (i.e. good service, talk to a representative locally, etc.), **40%** “Special Offers, Promotions or Rebates”, and **30%** “Customer Loyalty Programs”.

Pricing and Contracts

98% of participants either answered “Definitely Yes” or “Somewhat Yes” to knowing the meaning of a fixed price.

62% of participants in **Dallas** compared to only **32%** in **Houston** would be willing to sign up for a **12-month contract**. In Houston, results are more spread out with **31%** choosing **24 months** and another **22%** choosing only **6 months**.



Bundled Packages



58% would like for retail energy companies to also include in their energy plans products like a Nest Thermostat, Smart Assistant (i.e. Google Nest Hub, Amazon Echo), Home Security System, Smart Lighting Kit (i.e. LED bulbs with app to control them), Ring Video Doorbell, Healthy Pool Monitor, etc.

49% of Hispanics compared to **28%** of General Market would like a Home Security System bundled with their retail electricity plan.

Prepaid Electricity Plan

During this pandemic, **19%** stated “Very Interested” and **31%** stated “Somewhat Interested” in a prepaid electricity plan.



Renewable Energy



In Houston, **43%** stated it is “Very Important” to choose a retail energy provider that provides **100% renewable**, compared to only **23%** in Dallas.

48% of General Market compared to only **20%** of Hispanics are more interested now, since the start of COVID-19, in alternative or renewable sources of energy.

Since the start of the COVID-19 pandemic, **45%** of all participants are making more of an effort to conserve energy.

Switching During or After the Pandemic

During and after the pandemic, Hispanics stated “Very Unlikely” to switching with **35%** and **25%**, respectively, compared to General Market with only **11%** for both questions.

During and after the pandemic, General Market stated “Very Likely” to switching with **16%** and **19%**, respectively, compared to Hispanics with only **4%** for both questions.

