Who’s Your Target Paperless Billing Audience?

Average E-bill Adoption

Populations most likely to adopt paperless billing:

- Millennials
- People who already view their bills online
- People who already pay their bills online

Average E-SOURCE

Northwest: 21%
Northeast: 19%
Southwest: 20%
Southeast: 20%

VS.

80%

42%

Millennials View Bills Online

Source: E Source Residential Customer Insights Center


The E Source Residential Customer Insights Center, which is based on the Nielsen Company’s Energy Behavior Track annual online survey, compiles the data and layers it with demographic and household characteristics.

Millennials Overtake Baby Boomers as America’s Largest Generation, Pew Research Center (2016)

Source: E Source Residential Customer Insights Center


Source: Pew Research

Plugged-In Populations Pay and View Bills Online

- 60% think it’s important to view bills online.
- 53% think it’s important to view bills on their mobile device.

1/3 of customers have paid utility bills with autopay.

Those who pay bills online are most likely to view bills online.

Source: E Source Residential Customer Insights Center


Source: E Source Residential Customer Insights Center