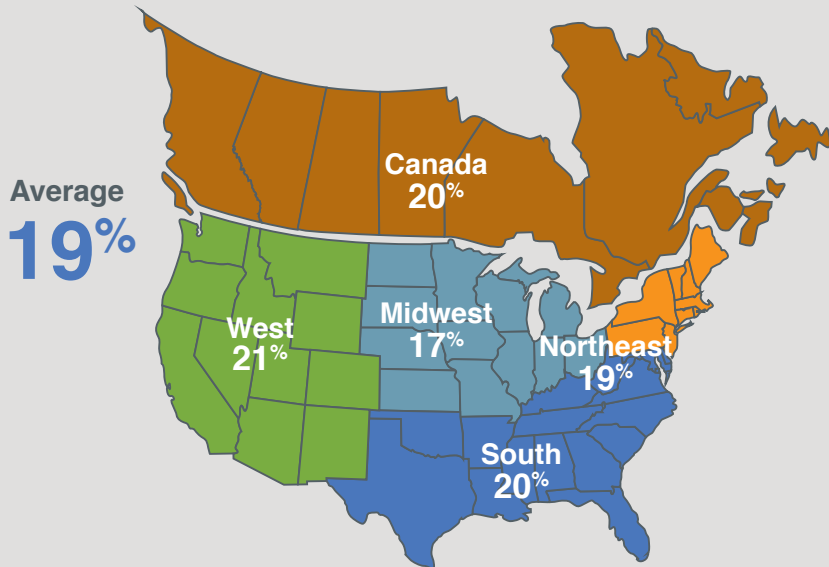




Average E-bill Adoption



Source: E Source E-Business Metrics Survey 2016

Populations most likely to adopt paperless billing:

Millennials



People who already view their bills online

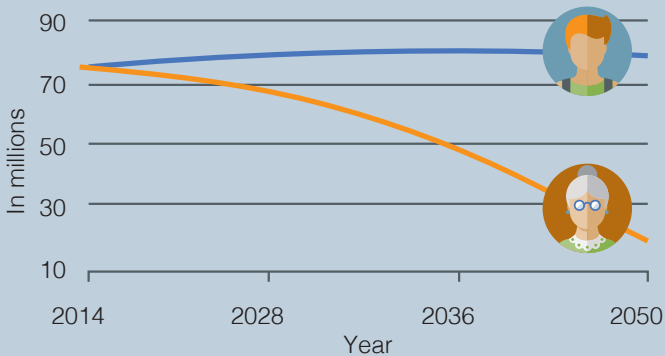


People who already pay their bills online

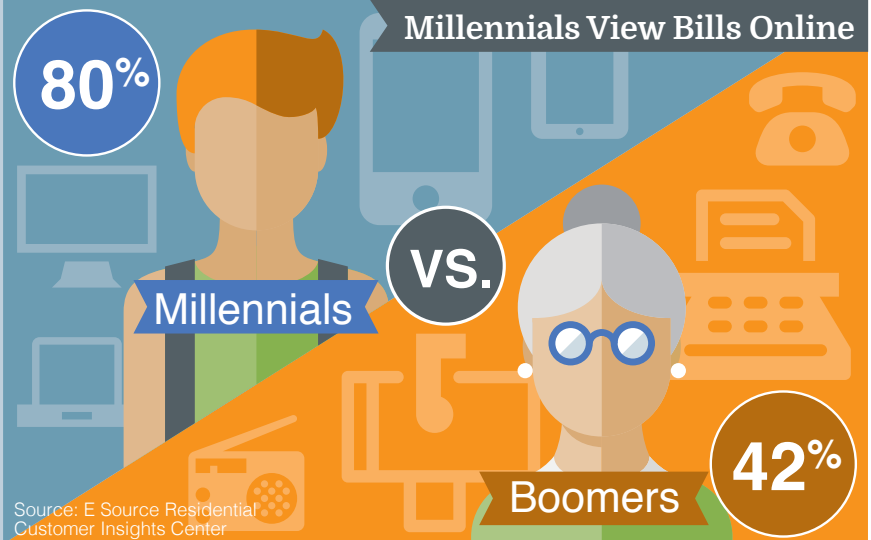


Source: E Source Residential Customer Insights Center

Millennials outnumber baby boomers, making them the largest living population.



Source: Pew Research



Source: E Source Residential Customer Insights Center

Plugged-In Populations Pay and View Bills Online



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

Source: E Source Residential Customer Insights Center

55% think it's important to **view bills online**.



45% think it's important to **view bills on their mobile device**.



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

Source: E Source Residential Customer Insights Center

Data are drawn from three E Source surveys: the 2016 E Source E-Business Metrics Survey, the 2016 E Source Residential Utility Customer Survey, and the 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)