

# Energy Consumer Confidence Index

The EY Energy Consumer Confidence Index (ECCI) is designed to measure how confident consumers feel about their own energy situation, the energy market and the future of the energy transition.

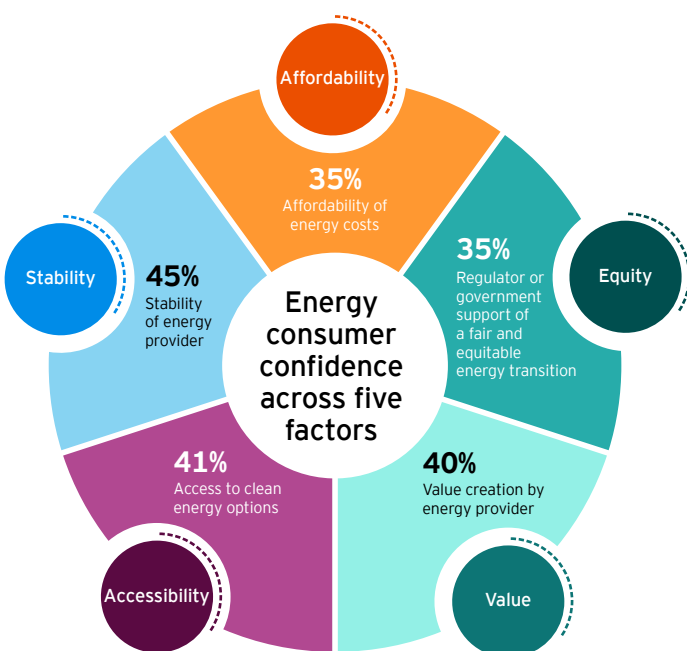
## Why confidence?

Confidence is a strong indicator of consumer sentiment, and a predictor of behavior and investment. Energy consumer confidence is an important factor in driving actions and investment in new energy solutions, and will accelerate, or hinder, the breadth and momentum of the energy transition.

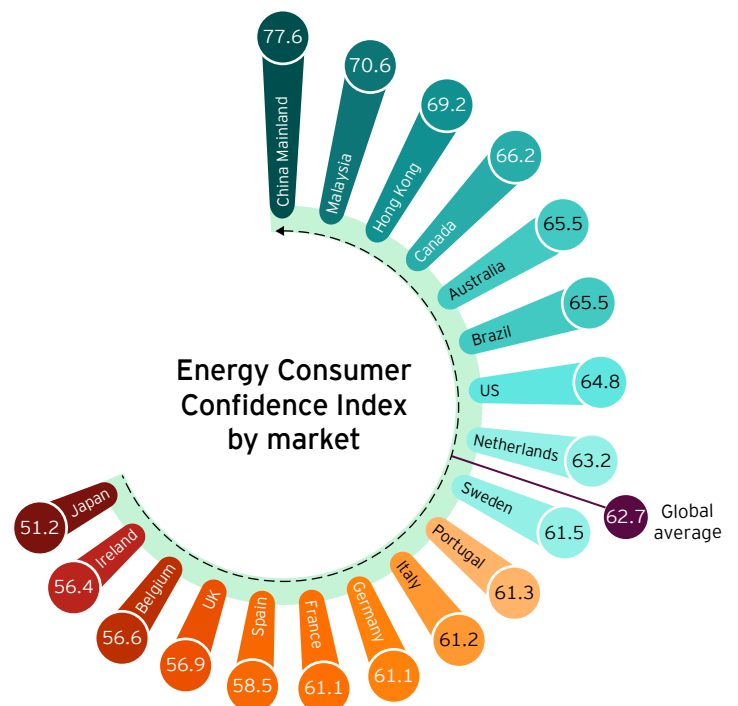
## What the index tells us

Overall, findings show that consumers are somewhat pessimistic about their energy future, highlighting the need in many markets for energy providers and regulators to address consumers' perceptions. They must act now to stabilize the industry and rebuild consumers' trust in their ability to supply affordable, secure, equitable, clean energy in the future.

### Energy consumer confidence across five factors



### ECCI scores by market (see next page for methodology and score breakdown)



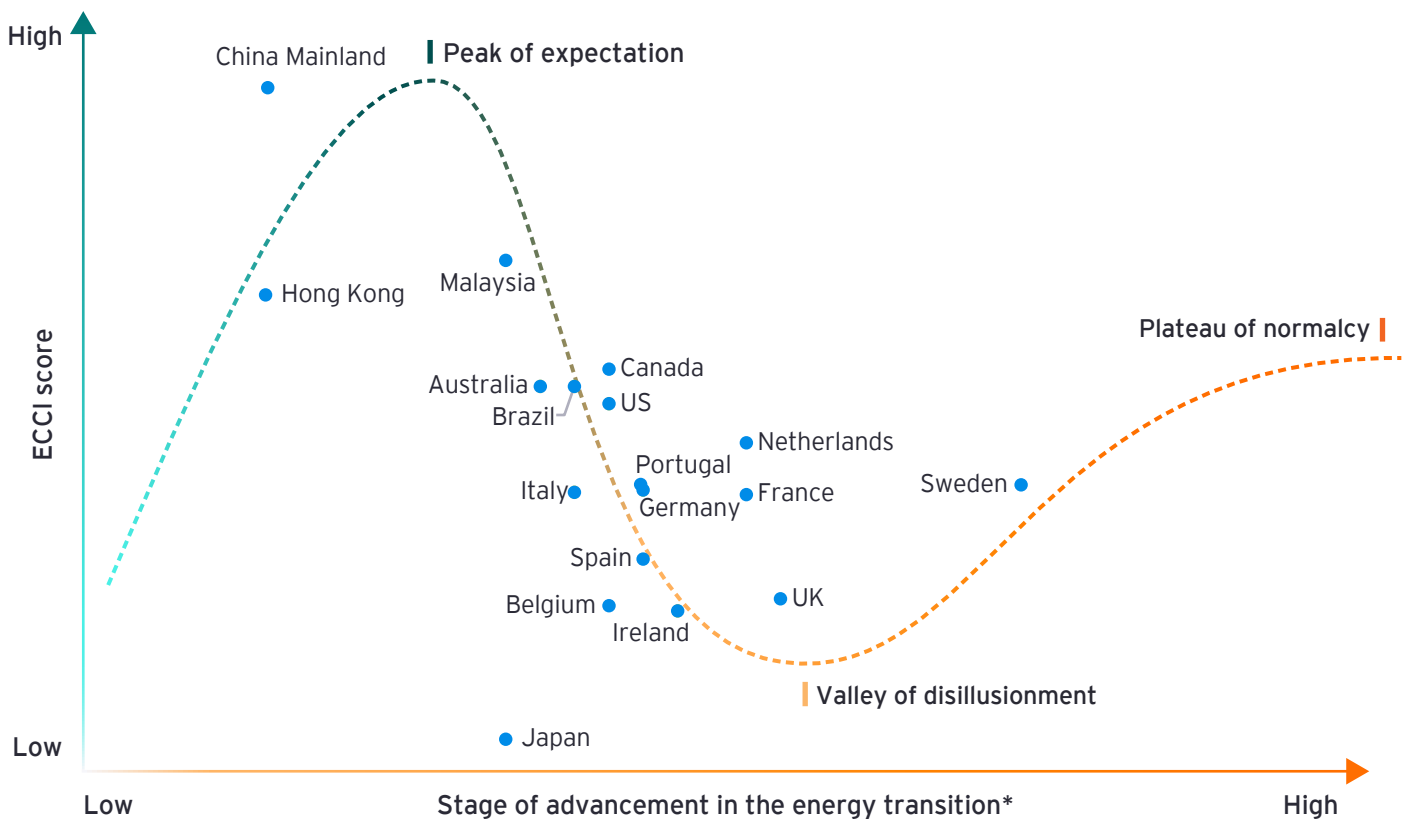
There is an interesting correlation between markets' progress in the energy transition and energy consumer confidence. As a market progresses through the energy transition, consumer confidence first rises, reflecting positive sentiment around the possibilities of the future, before falling sharply. It seems that as the scale, complexity and disruption of the journey move from theory to reality, the impacts hit home. With time, however, the realities of the new energy world take hold, consumers see value in the changes around them and confidence again begins to rise.

Building and maintaining consumer confidence throughout the energy transition journey will be an important determinant of a market's ability to achieve, or accelerate, decarbonization goals.

The ECCI warns that energy transition progress may stall due to consumers' lack of confidence in its benefits. Now is the time for energy providers and the broader energy ecosystem to improve the energy experience and boost consumer confidence.

Discover how collaboration around four key actions will accelerate our journey to a better energy future at [ey.com](https://ey.com).

### The energy transition consumer confidence curve



# Energy Consumer Confidence Index methodology and market scores

## Methodology:

The ECCI assesses consumer confidence based on five factors that broadly establish their sentiment toward their energy experience and the move toward a low-carbon future. The stability of energy providers' business; value created by providers for consumers and their community; ability to access clean energy options; access to affordable energy; and regulator or government support for a fair and equitable energy transition. We asked consumers how confident they feel about these factors both today and three years from now.

We determined the ECCI score by performing regression analysis to understand the factors that most heavily impact consumer confidence around the value created for them and their community. This relative importance score is applied to the individual factors for consumers' reported confidence, both today and three years from now. The current and future confidence scores are combined to create an index on a 100-point scale. Additional analysis was performed to review how the ECCI scores differed across markets and certain demographics (e.g., income and age). The global average ECCI is an average of the individual market scores.

Energy consumer confidence across five factors						
Market	Stability	Value	Accessibility	Affordability	Equity	ECCI
China Mainland	70%	77%	71%	70%	72%	77.6
Malaysia	63%	58%	56%	54%	54%	70.6
Hong Kong	47%	52%	48%	48%	47%	69.2
Canada	34%	45%	43%	41%	41%	66.2
Australia	36%	45%	48%	38%	40%	65.5
Brazil	37%	46%	53%	48%	43%	65.5
US	39%	45%	42%	40%	38%	64.8
Netherlands	29%	40%	43%	29%	31%	63.2
Sweden	22%	35%	38%	29%	29%	61.5
Portugal	21%	33%	40%	31%	32%	61.3
Italy	30%	36%	37%	32%	33%	61.2
Germany	27%	40%	40%	29%	29%	61.1
France	26%	32%	33%	30%	32%	61.1
Spain	27%	33%	35%	28%	28%	58.5
UK	27%	30%	31%	25%	26%	56.9
Belgium	20%	26%	28%	22%	22%	56.6
Ireland	26%	29%	32%	22%	24%	56.4
Japan	25%	19%	16%	16%	15%	51.2
Global average	45%	40%	41%	35%	35%	62.7

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