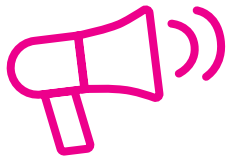


The 2022 consumer...



Has increased consumption.

The average person is consuming about 12.5 hours of media a day. That's five more hours than 2012. Surprising? Probably not. But what might be surprising is that five years ago, music streaming and podcasts didn't take up any of the average consumer's time. Now they take up an average of two hours a day. These are great mediums to harness as a utility company. Consumers are also spreading their time across several platforms every day—making it difficult to determine a #1 platform, and also making it more crucial to have your company represented across multiple channels.



Demands mobility.

Time spent on mobile devices has surpassed that spent on PCs, laptops and tablets, with the gap widening as we look at younger demographics. At work, we're on our phones more than computers. At home, we're on a mobile device while also using our tablets and TVs. You need to reach the multitasking mind with captivating content. Your mobile experience needs to be engaging and unique. And you need to harness cross-platform tactics.

[Learn more about 2022 utility must-dos.](#)

mower