SMART ENERGY OUTLOOK

September 2019
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Methodology
Populus, an independent market research agency, conducted 9,576 online interviews and 4,818 offline interviews using a bespoke survey designed to be representative of the adult population of Great Britain aged 21+. The interviews took place between 3rd and 30th May 2019. This presents a change in methodology and therefore prevents any direct comparisons to previous waves of Smart energy outlook.

Smart meter customers featured as case studies in this publication did not necessarily take part in the Populus research.
Executive summary

Background
Almost all of Great Britain is aware of the smart meter rollout. Smart energy outlook research shows that 94 per cent of the population has heard of smart meters.

There are nearly 15 million\(^1\) smart meters operating across Great Britain, with the government aiming to introduce smart meters into every household and small business to upgrade to a truly smart energy system that is fit for the future.

The installation of a smart meter at home enables customers to become more conscious of energy usage and also offers an opportunity to make savings on energy bills. Some of the cheapest tariffs are available to customers with smart meters, enabling them to save money on their bills.

\[29\%\] of the population now have a smart meter installed

Nearly \[6 \text{ in } 10\] people with a smart meter would recommend getting one

\(^1\)Department of Business, Energy & Industrial Strategy official statistics - Statistical release and data: Smart Meters, Great Britain quarter 2 2019
Latest findings
There are currently more than 2 million\(^2\) second generation smart meters operating in Great Britain.

Of those who do not yet have a smart meter fitted in their home, millions of people say that they would request or accept a smart meter installation in the next six months.

Demand for smart meters remains strong across the nations and regions of Great Britain.

**Demand for smart meters is strong across the whole of Britain**

- 28% North East
- 31% North West
- 32% Yorkshire and Humber
- 30% West Midlands
- 38% East Midlands

- 29% Wales
- 30% East of England
- 33% London
- 28% South West
- 36% Scotland
- 30% South East

**Figure 1.** Geographical breakdown showing the proportion of people who would seek or accept a smart meter in the next six months, of those who have not yet upgraded.

- 32% of people without a smart meter say they would seek or accept an installation in the next six months
- 80% of people with smart meters have a better idea of their energy costs
- 68% of people with smart meters are more conscious of their energy use
- 71% of people with smart meters believe their energy bills are accurate
Smart meters – how the public feel and use the new technology

With over 15 million smart meters operating across Great Britain, consumers are reporting that the technology is helping them to have confidence in their bills, cut energy waste at home and save money.

80% say they have a better idea of what they’re spending on energy

60% think twice about using high energy appliances

68% say they’re more conscious about the energy they use

47% say they’re less worried about their bills

49% say it is helping them to save money

Figure 2. Experience of people with smart meters.

<table>
<thead>
<tr>
<th></th>
<th>Without a smart meter</th>
<th>With a smart meter</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think my energy bill is accurate</td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td>I understand my energy bills</td>
<td>64%</td>
<td>67%</td>
</tr>
<tr>
<td>I think I have the information I need to choose the right energy supplier</td>
<td>65%</td>
<td>67%</td>
</tr>
<tr>
<td>I think I have the information I need to choose the right energy tariff</td>
<td>63%</td>
<td>65%</td>
</tr>
<tr>
<td>I think I pay the right amount for the energy I use</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>I trust my energy supplier(s)</td>
<td>41%</td>
<td>47%</td>
</tr>
<tr>
<td>I’m not concerned about running up a big energy bill (without realising it)</td>
<td>34%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Figure 3. Attitudes towards energy: people with a smart meter vs. those without a smart meter.
What people say about smart meters

“"I’ve never really understood my energy bills and how they were calculated, after all, who really knows what a kilowatt hour is? The only way to understand it is in pounds and pence, that’s why I love my smart meter and see the costs there in front of me!”

Lynn

“"When the engineer was installing my new smart meters he noticed that there was a gap between my flue and the boiler, potentially really dangerous; Thanks to the installer’s safety check I had the problem fixed and my home is now much safer.”

Luke

“"Watching our energy costs in real time on the in-home display made us realise that leaving things like the light on overnight for our pets was a waste of money. We’re far more conscious about how we use energy and try to cut out as much waste as possible.”

Heather and Frank

“"I was worried that charging my electric car would cost the earth. But having a smart meter showed that charging my car usually only costs me around £1.20 a day. Really reassuring.”

Andrew

“"I don’t have to worry about estimated bills or running into debt if my energy supplier doesn’t set my monthly charge high enough. My smart meter means I get accurate bills and can keep an eye on how much I’m spending day to day.”

Jen
Thank you