

Smart energy outlook

October 2021



Contents

Latest findings	1
People in Britain know about smart meters	2
How the public feel about and use smart meters	3
What people say about smart meters	4

Methodology

This report covers public enquiries via written correspondence and phone calls about smart meters and Smart Energy GB

Yonder, an independent market research agency, conducted 8,027 online interviews and 1,974 offline interviews using a bespoke survey designed to be representative of the adult population of Great Britain aged 18+. The interviews took place between 18th May and 10th June 2021. Outlook has transitioned from being 21+ to being 18+ this wave which means that whilst comparisons to previous waves are still possible, we must recognise the potential for the change in sample to have an impact

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

Latest findings

There are currently 25.2 million smart meters¹ now installed in homes across Great Britain, with the Government aiming to introduce smart meters into homes and small businesses to upgrade to a truly smart energy system that is fit for the future by the end of 2025.

The installation of a smart meter at home enables customers to become more conscious of their energy usage and also offers an opportunity to make savings on energy bills. With some of the cheapest tariffs only available to those with smart meters, the savings available to consumers are increasing as more smart meters are installed across Great Britain.

79%

of smart meter owners say that they understand what they need to do to save energy around the home

73% say that making little changes in how they use energy could make a big difference to their bill

52% are concerned about how much energy they use and feel as though they should use less

¹ Latest smart meter installation statistics correct as at 30 June 2021: [gov.uk/government/statistics/smart-meters-in-great-britain-quarterly-update-june-2021](https://www.gov.uk/government/statistics/smart-meters-in-great-britain-quarterly-update-june-2021)

People in Britain know about smart meters

There are currently more than 16.75 million first generation and 8.87 million² second generation smart meters operating in Great Britain.

Of those who do not yet have a smart meter fitted in their home, and despite the continued presence of COVID, 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, indeed coinciding with the launch of our new Einstein campaign, over the past six months we have seen an increase in positivity towards smart meters amongst those that don't have one.

- | | | | |
|-------------------------|-----|--------------------|-----|
| 1. North East | 40% | 7. East of England | 39% |
| 2. North West | 39% | 8. London | 45% |
| 3. Yorkshire and Humber | 42% | 9. South East | 39% |
| 4. West Midlands | 43% | 10. South West | 38% |
| 5. East Midlands | 45% | 11. Scotland | 48% |
| 6. Wales | 36% | | |

² *Data correct as at 27th August 2021 ([smartdccc.co.uk](https://www.smartdccc.co.uk))

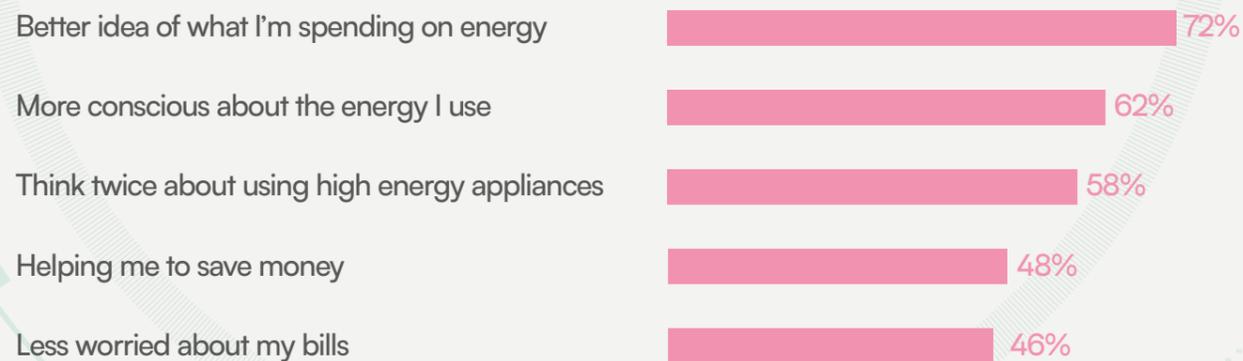


How the public feel about and use smart meters

With over 25.2 million smart meters installed across 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.

60%

of claimed smart meter owners say that their smart meter(s) make them feel more in control of the energy they use.



	Without a smart meter	With a smart meter
I think my bill is accurate	67%	73%
I understand my energy bills	66%	71%
I think I have the right information to choose the right energy supplier	66%	71%
I think I have the right information to choose the right tariff	63%	69%
I think I pay the right amount for the energy I use	56%	62%
I trust my energy supplier(s)	50%	57%

People say about smart meters

Grahame Case - West Lothian

Grahame lives in a four-bedroom detached house in West Lothian with his wife and two children, and had his smart meter installed in February 2019. He is working hard to be carbon-neutral, is passionate about helping Great Britain to use energy more efficiently and sees smart meters as key to both these things.

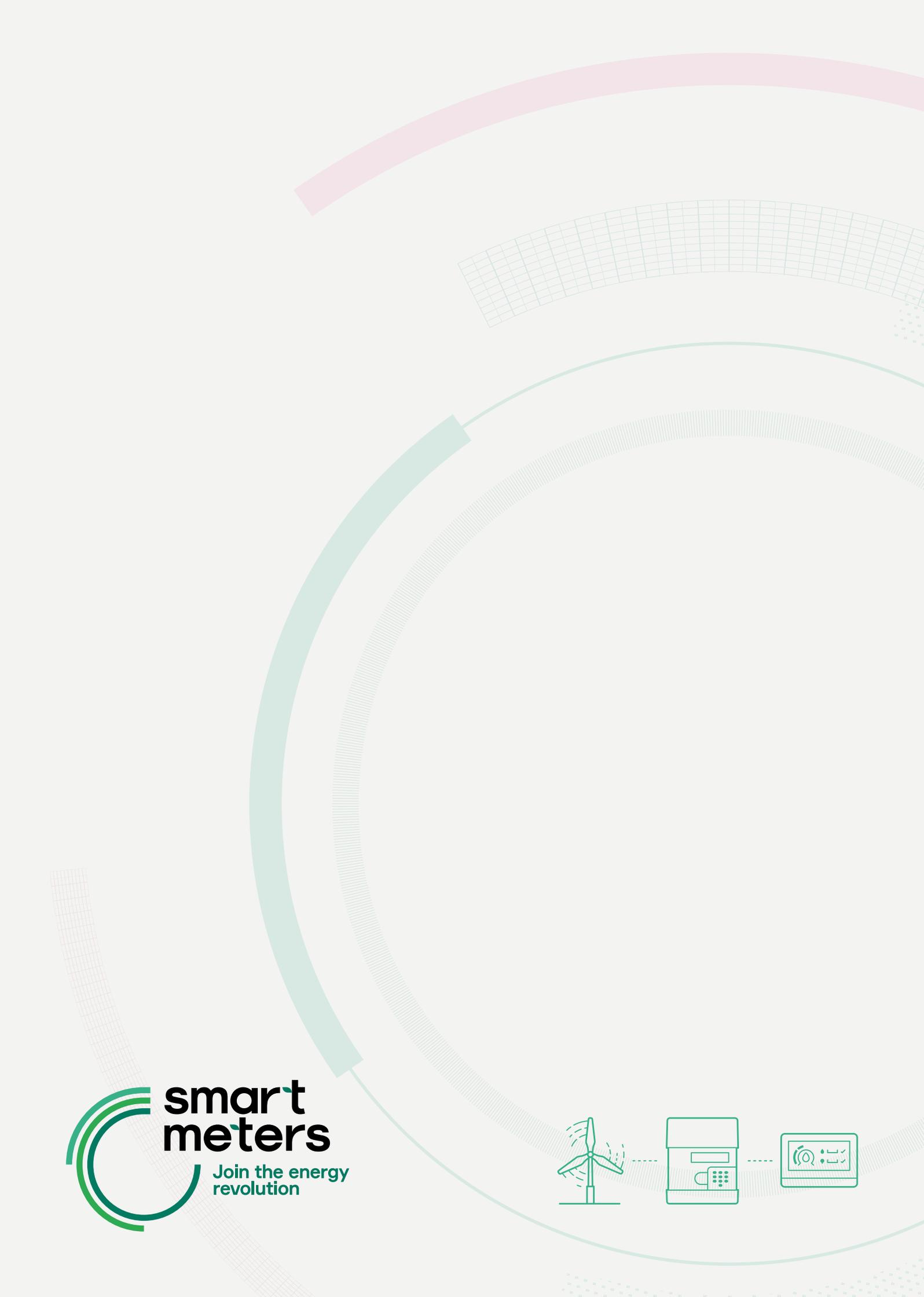


“It seemed utterly crazy to me that my old energy meter couldn't tell me what how much gas and electricity I was using or how much it cost. We are living in the age of 3D printing and blockchain technology, yet people are still unable to see how much they're spending on a basic everyday item. Needless to say, when a smart meter became available to me I jumped at the chance. The installation was a doddle and we fixed the in-home display to the hall wall so we could see at a glance how much energy we were using and how often.

We wanted to get a smart meter for a number of reasons, the main one being that it fits well with our move towards using more sustainable products and living a greener lifestyle. We have made big investments in an electric vehicle, a home battery and solar panels, but getting a smart meter installed was as simple and easy as our smaller lifestyle changes, like using less plastic, buying reusable cleaning cloths and recycling.

The smart meter has brought us lots of benefits, including helping us to lower our bills, keep an eye on our EV charging costs and access cheaper and greener energy on a smart tariff. I think the most exciting part though is how our installation is contributing to the creation of a smarter energy system. Basically the information from smart meters will allow our energy system to become much smarter, for example to accurately anticipate the peaks and troughs of demand, and better integrate renewable sources of electricity. And, by making these smarter assessments of the nation's energy needs, the system will be more efficient and will help to reduce waste.

I've been telling all my friends and family to get a smart meter because many of them are moving towards living a more eco-conscious lifestyle and a smart meter is a key part of that, both in terms of reducing their own energy use and creating a smarter energy system. We all want our children to have the option of using cheaper and greener energy and to live in a decarbonised world and getting a smart meter fitted is a small easy step we can all take to help achieve that.”



**smart
meters**
Join the energy
revolution

