

Table 17
Q10 - Which of the following would make you more comfortable sharing your energy data to

Base: All adults aged 16-75 in the UK

		GENDER	
		MAN (a)	WOMAN (b)
UNWEIGHTED BASE	2222	1083	1131
WEIGHTED BASE	2222	1094	1120
	100%	49%	50%
A guarantee that data will not be sold or shared with other companies	911	449	455
	41%	41%	41%
A clear financial benefit	908	482	425
	41%	44%	38%
A trusted independent organisation that checks companies are using my data properly and in my best interests	763	370	392
	34%	34%	35%
A clear explanation of what data is being used	678	326	350
	31%	30%	31%
Ability to stop sharing at any time	560	283	274
	25%	26%	24%
Stronger regulation or certification of companies using the data	540	269	269
	24%	25%	24%

Clear rules to make sure vulnerable households are not disadvantaged	400	194	202
	18%	18%	18%
Nothing would make me comfortable	206	104	102
	9%	9%	9%
Don't know	135	59	77
	6%	5%	7%
Prefer not to say	14	7	6
	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/
Overlap formulae used. * small base

access better services or savings?

AGE				
16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)
326	403	372	420	701
311	409	387	393	723
14%	18%	17%	18%	33%
97	167	150	168	329
31%	41%	39%	43%	46%
	c		c	ce
105	156	162	161	324
34%	38%	42%	41%	45%
		c		cd
103	143	137	137	243
33%	35%	35%	35%	34%
105	137	128	116	191
34%	34%	33%	29%	26%
g	g	g		
79	119	88	93	181
26%	29%	23%	24%	25%
70	123	95	90	162
23%	30%	25%	23%	22%

cfg				
64	89	66	76	105
21%	22%	17%	19%	15%
g	g			
13	25	23	43	101
4%	6%	6%	11%	14%
			cde	cde
32	12	30	22	39
10%	3%	8%	6%	5%
dfg		d		
2	4	2	1	4
1%	1%	1%	*	1%

's - t/u - v/w - x/y - z/A/B/C - D/E/F - G/H/I/J - K/L - M/N - O/P - Q/R

NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)
90	251	184	191	163
89*	239	182	195	161
4%*	11%	8%	9%	7%
34	100	64	79	71
38%	42%	35%	41%	44%
33	96	67	77	71
37%	40%	37%	40%	44%
37	82	65	67	45
42% lq	34%	36%	34%	28%
31	83	56	64	49
35%	35% ns	31%	33%	31%
31	48	41	58	40
35% ijm	20%	22%	30% im	25%
26	64	47	48	32
30%	27%	26%	25%	20%

n				
23	45	25	34	28
26%	19%	14%	18%	17%
jms	s		s	s
2	16	21	17	14
3%	7%	11%	9%	9%
		h		
2	16	12	12	13
3%	7%	6%	6%	8%
-	-	2	-	-
-	-	1%	-	-

REGION				
EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)
213	189	284	301	103
207	185	306	308	103*
9%	8%	14%	14%	5%*
88	86	124	118	36
42%	46%	41%	38%	35%
94	71	122	120	41
45%	38%	40%	39%	40%
91	60	104	104	28
44%	33%	34%	34%	27%
lnop qr				
57	46	86	105	30
27%	25%	28%	34%	30%
42	46	80	79	22
20%	25%	26%	26%	22%
52	34	81	82	18
25%	18%	26%	27%	17%

30	30	61	59	24
14%	16%	20%	19%	23%
		s	s	s
19	23	33	22	14
9%	12%	11%	7%	14%
	h	h		h
12	15	19	19	4
6%	8%	6%	6%	4%
1	4	3	3	1
*	2%	1%	1%	1%
	i			

25-061766-21 - SMART ENERGY
15TH - 19TH MAY 2021
INTERNAL/CLIENT USE ONLY
IPSOS

		WORKING STATUS		SOCIAL
SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)
193	60	1430	792	1339
185	62*	1477	745	1255
8%	3%*	66%	34%	56%
84	27	604	307	539
45%	43%	41%	41%	43%
92	25	612	296	536
50%	40%	41%	40%	43%
jnp				
59	20	504	259	449
32%	31%	34%	35%	36%
58	12	488	190	406
32%	20%	33%	26%	32%
		u		w
53	20	388	171	319
29%	32%	26%	23%	25%
42	15	388	153	348
23%	24%	26%	21%	28%

		u		w
39	3	271	129	223
21%	5%	18%	17%	18%
s				
15	11	111	95	107
8%	17%	8%	13%	9%
	hip		t	
10	1	74	62	60
6%	1%	5%	8%	5%
			t	
-	-	11	2	1
-	-	1%	*	*

This work was carri

GY STUDY
16
ONLY

GRADE	EDUCATION		INCOME	
	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (z)	£20000-£34999 (A)
883 967 44%	1162 769 35%	1060 1453 65%	378 375 17%	486 517 23%
372	328	583	143	203
38%	43%	40%	38%	39%
373 39%	317 41%	592 41%	144 38%	216 42%
314	277	486	114	172
32%	36%	33%	30%	33%
272 28%	249 32%	429 30%	89 24%	148 29%
240	220	340	92	138
25%	29%	23%	25%	27%
193	224	317	85	113
20%	29%	22%	23%	22%

	y			
177	152	248	70	84
18%	20%	17%	19%	16%
99	60	146	51	55
10%	8%	10%	14%	11%
			C	C
76	28	108	24	41
8%	4%	7%	6%	8%
v		x		B
12	3	11	1	2
1%	*	1%	*	*
v				

ied out in accordance with the requirements of the international quality standard for market rese

DME		MARITAL STATUS		
£35000-£54999 (B)	£55000+ (C)	MARRIED /LIVING AS (D)	SINGLE (E)	WID/ DIV/ SEP (F)
553	632	1231	770	221
573	581	1221	777	224
26%	26%	55%	35%	10%
261	236	535	283	93
46%	41%	44%	36%	42%
z		E		
229	253	528	289	92
40%	44%	43%	37%	41%
		E		
195	230	446	242	75
34%	40%	37%	31%	33%
	zA	E		
184	210	369	246	62
32%	36%	30%	32%	28%
z	zA			
131	153	301	205	53
23%	26%	25%	26%	24%
135	168	307	180	53
24%	29%	25%	23%	24%

zA				
101	119	217	138	45
18%	20%	18%	18%	20%
56	25	101	76	28
10% C	4%	8%	10%	13%
20	28	64	56	15
4%	5%	5%	7%	7%
5	1	3	11	-
1%	*	*	1%	-
		D		

arch, ISO 20252 and with the Ipsos Terms and Conditions.

NUMBER IN HOUSEHOLD				CHILDREN IN
1 (G)	2 (H)	3 (I)	4+ (J)	YES (K)
449	704	430	639	726
439	712	459	613	706
20%	32%	21%	28%	32%
185	307	178	241	267
42%	43%	39%	39%	38%
181	312	180	235	284
41%	44%	39%	38%	40%
123	250	157	233	264
28%	35% G	34%	38% G	37%
133	186	144	215	233
30%	26%	31%	35% H	33%
128	164	112	155	181
29% H	23%	24%	25%	26%
96	180	120	145	176
22%	25%	26%	24%	25%

70	119	71	140	144
16%	17%	15%	23% GHI	20%
65	76	37	28	35
15% IJ	11% J	8% J	5%	5%
21 5%	44 6%	29 6%	41 7%	39 5%
3 1%	2 *	4 1%	4 1%	3 *

HOUSEHOLD	Responsible for household energy bills		I am worried about the cost of energy	
	Responsible (M)	Not responsible (N)	Worried about the cost of energy (O)	Not worried about the cost of energy (P)
NO (L)				
1496	1943	272	1709	202
1516	1936	278	1717	204
68%	87%	12%	77%	9%
644	825	86	725	77
43%	43%	31%	42%	38%
	N			
625	819	87	743	70
41%	42%	31%	43%	34%
	N		P	
499	670	93	602	73
33%	35%	34%	35%	36%
445	588	90	535	62
29%	30%	32%	31%	30%
379	498	59	442	52
25%	26%	21%	26%	25%
364	470	68	424	51
24%	24%	25%	25%	25%

256	343	56	313	42
17%	18%	20%	18%	21%
171	178	27	162	20
11% K	9%	10%	9%	10%
97	100	33	80	14
6%	5%	12% M	5%	7%
11	10	2	7	4
1%	1%	1%	*	2% O

27 May 2026

Aware of Smart data	
Familiar with smart data (Q)	Unfamilliar with smart data (R)
796	749
754	782
34%	35%
324	313
43%	40%
321	342
43%	44%
290	267
38%	34%
240	233
32%	30%
187	210
25%	27%
211	174
28%	22%

R	
170	127
23%	16%
R	
50	84
7%	11%
Q	
12	44
2%	6%
Q	
5	5
1%	1%