

SMART ENERGY POLLING

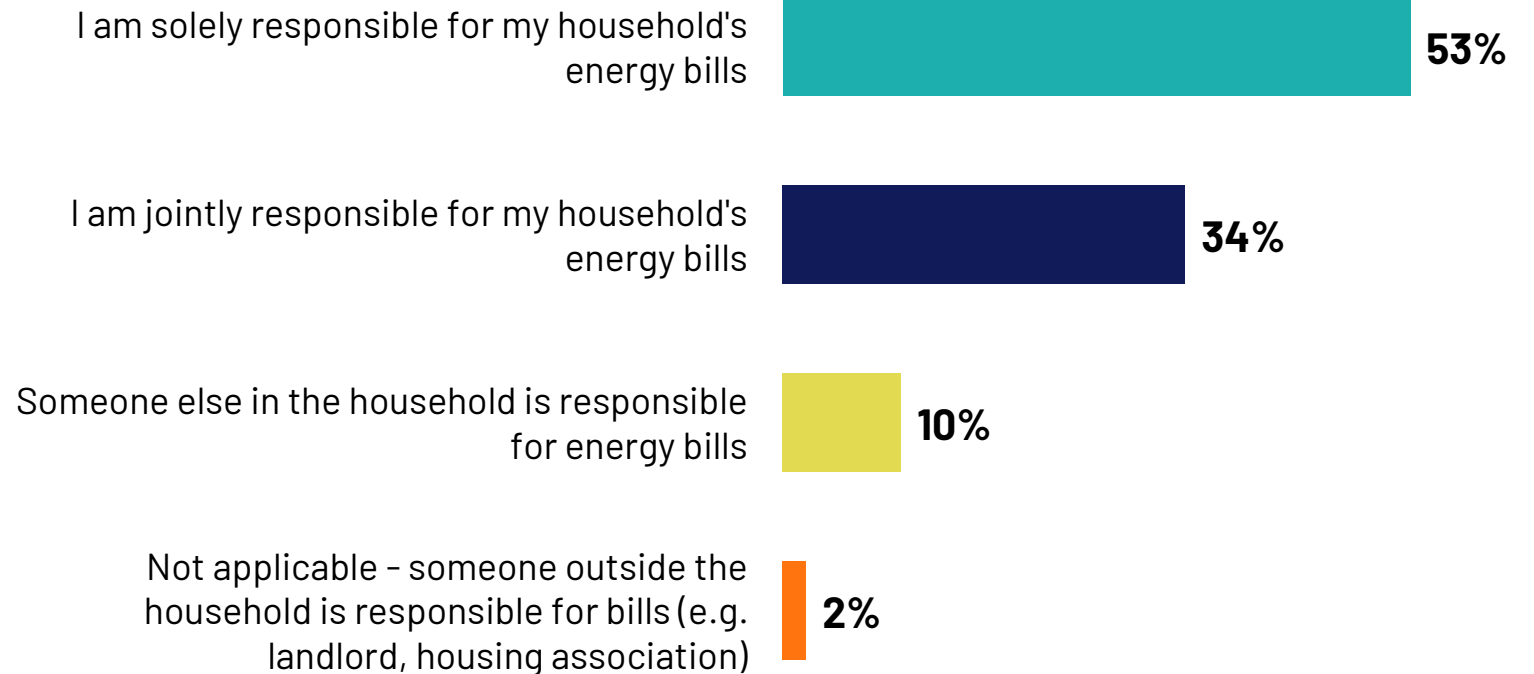
Topline charts



Just over half were solely responsible for energy bills

Those who lived alone and those who were single were significantly more likely to say they were solely responsible.

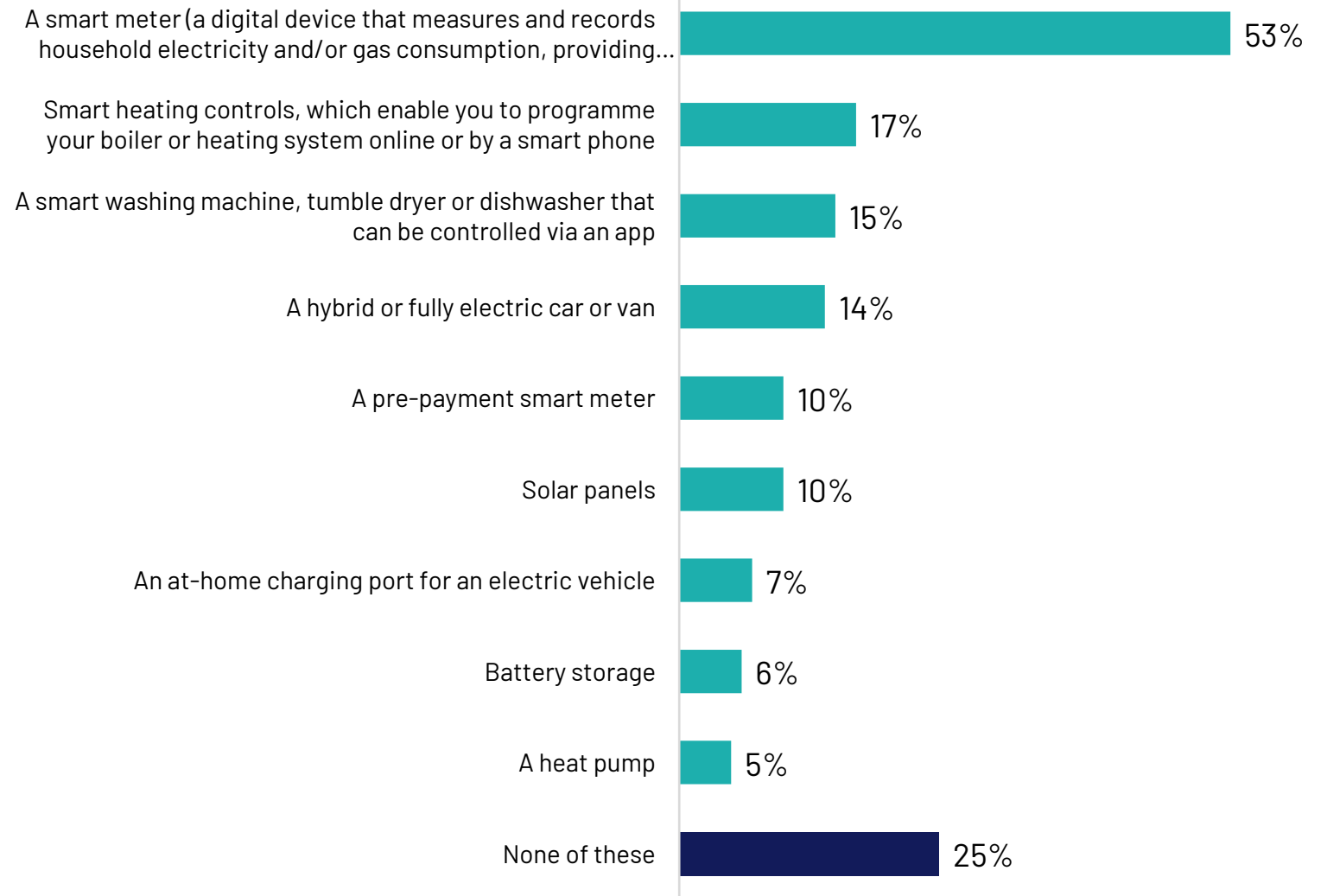
Q. Which of the following best describes you?



Base: 2,222 adults aged 16-75 in the UK; 15th – 19th May 2026; Don't know is hidden.

Most Brits have at least one smart technology, with smart meters most prominent.

q. Do you currently have, or are you currently using, any of the following?

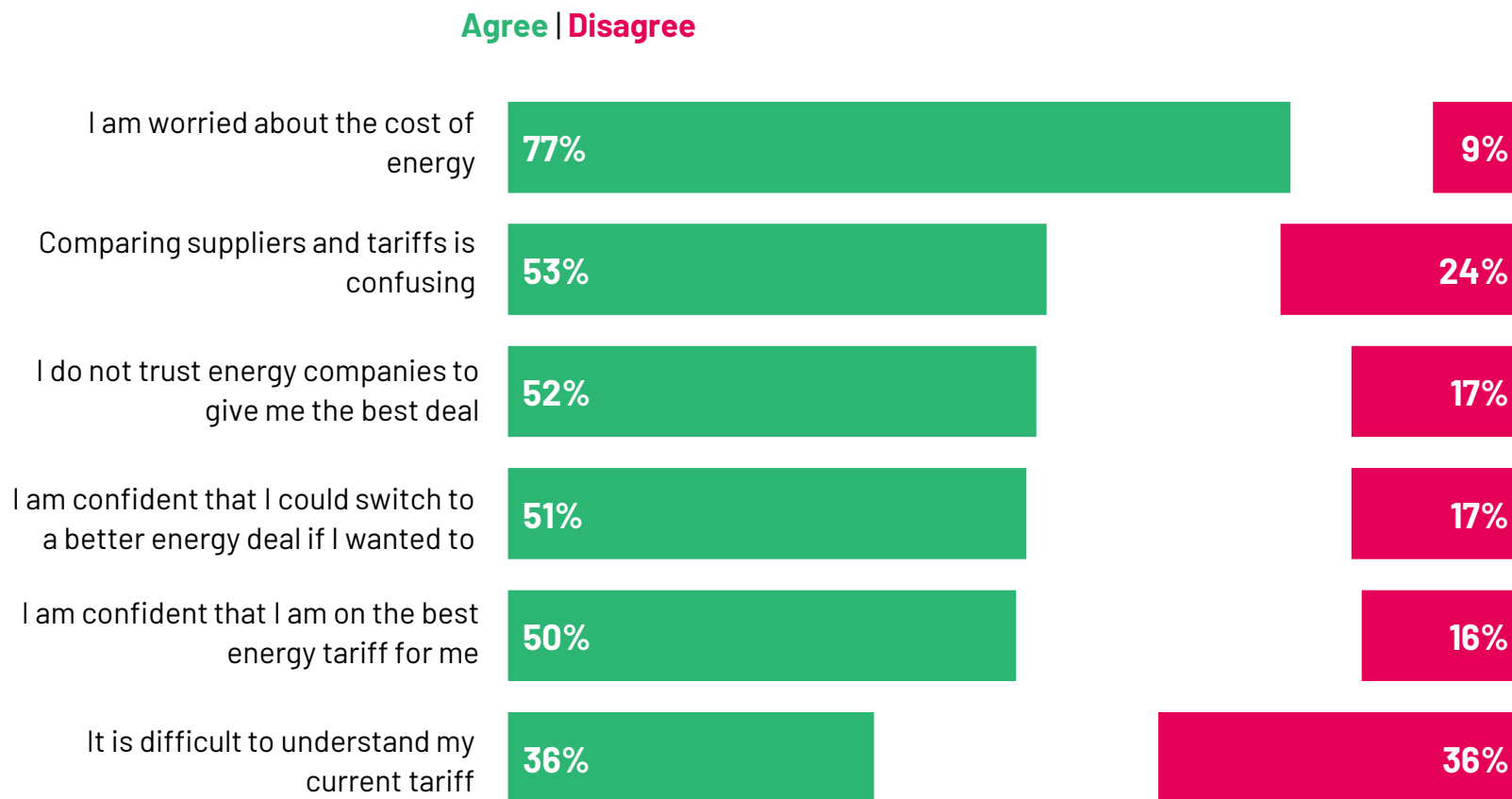


Base: 2,222 adults aged 16-75 in the UK; 15th – 19th May 2026; Don't know is hidden.

Three quarters (77%) of Brits are worried about the cost of energy, and around half find exploring other options for their bills confusing, and do not trust energy companies to give them the best deal.

Despite this, half said they were confident they could switch to a better energy deal if they wanted to, and half said they were confident they were on the best energy tariff.

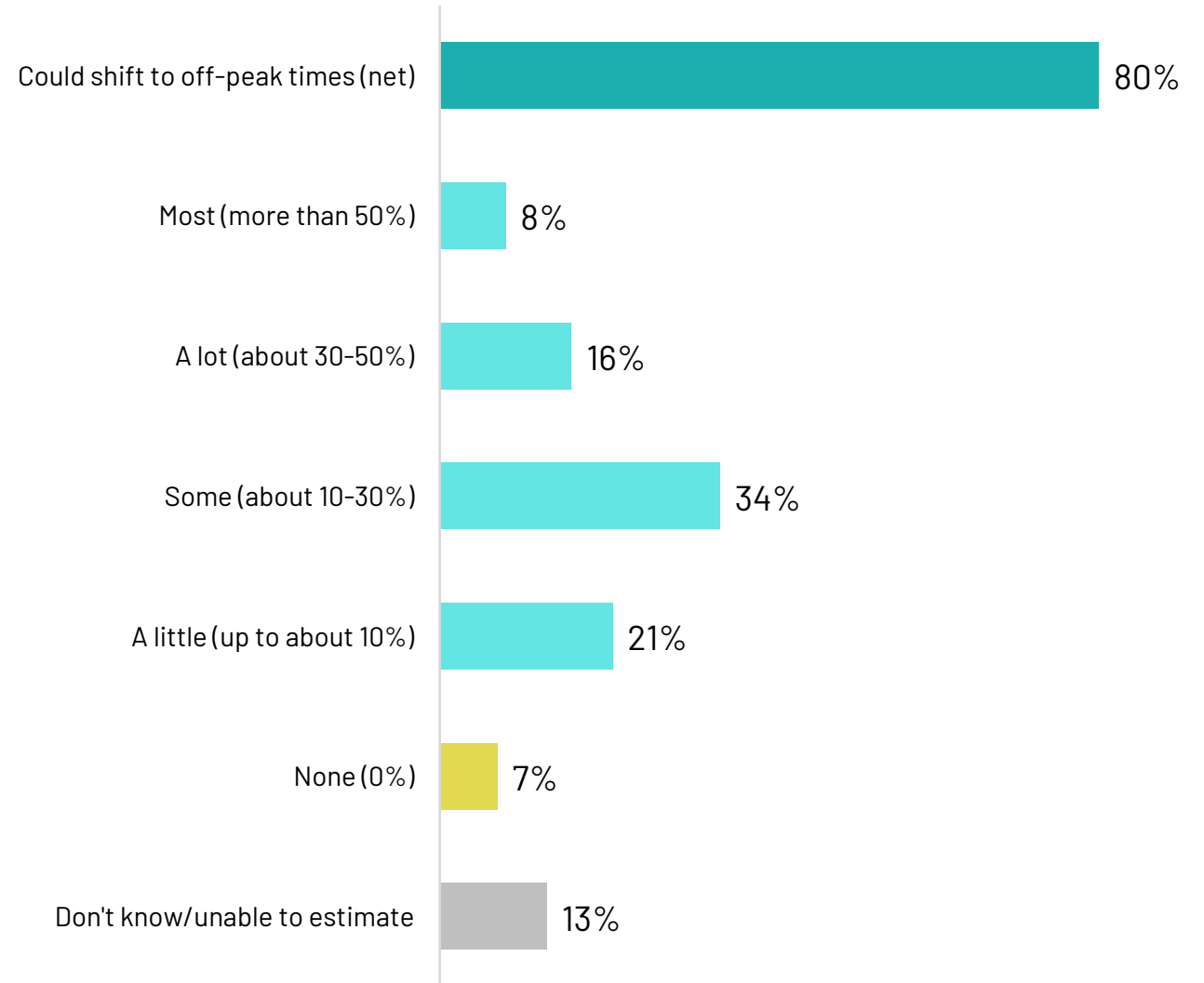
Q. To what extent, if at all, do you agree or disagree with the following statements:



Base: 2,222 adults aged 16-75 in the UK; 15th – 19th May 2026; Don't know is hidden.

Most say they could shift at least some of their energy use to off-peak times.

Q. Thinking about your household's usual activities, how much of your electricity use could you realistically shift to off-peak times without major inconvenience?



Base: 2,222 adults aged 16-75 in the UK; 15th – 19th May 2026; Don't know is hidden.

And most would be at least moderately willing to do so

Q. And how willing would you be to shift some of your electricity use to off-peak times to save money?

By off-peak times we mean overnight 10pm-8am and sometimes mid-day 1-3pm.

■ Extremely willing ■ Very willing ■ Moderately willing ■ Slightly willing ■ Not at all willing ■ Not applicable (already on a time of use tariff/regularly use off-peak)



46% extremely or
very willing

Base: 2,222 adults aged 16-75 in the UK; 15th – 19th May 2026; Don't know is hidden.

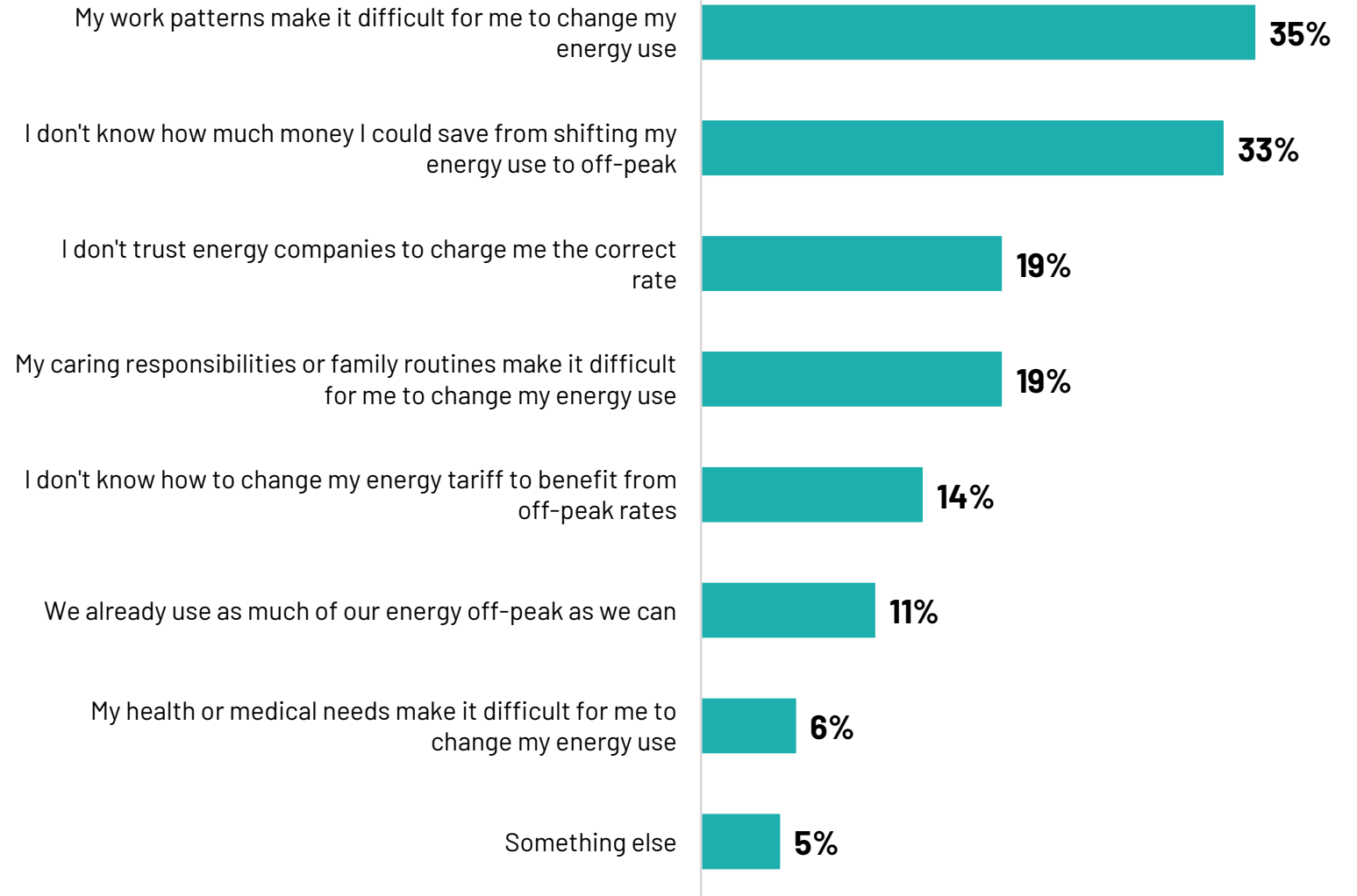
For those who said they would be unable to shift any of their energy use, work patterns and trust dominated their reasons

- Over a quarter said their work patterns made it difficult for them to change their energy use, with just over a fifth saying they did not trust energy companies to charge the correct rate.
- 16% (n=25) said they already used as much off-peak energy as they could.
- Around one in ten said their caring responsibilities or family routines would make it difficult, and that they did not know how much energy they could save.
- Very few said they could not do so due to health or medical needs.

Base: 161 of 2,222 adults aged 16-75 in the UK; 15th – 19th May 2026; Don't know is hidden. Findings are reported descriptively, or with "n=" attached due to low base size (161).

Work patterns and uncertainty about savings impact willingness to shift the most

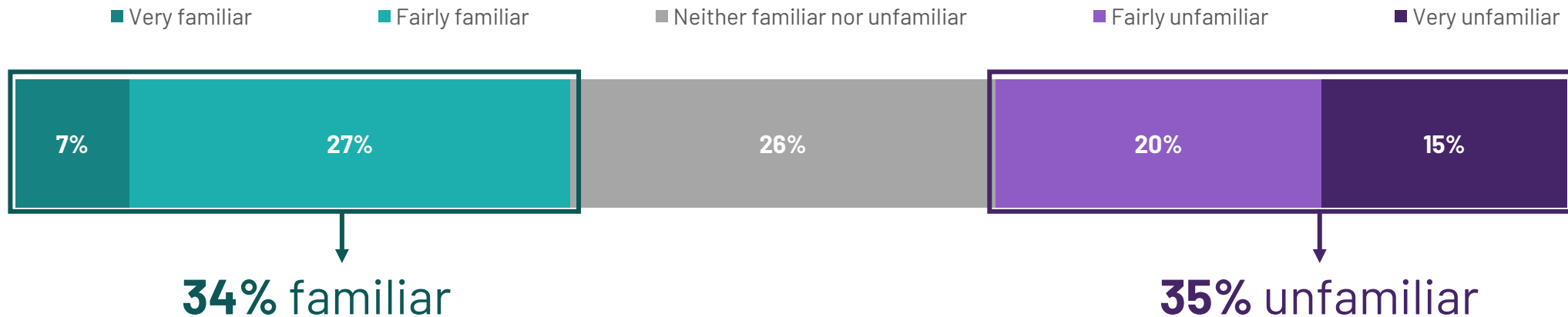
Q. What are the main reasons why you are not, slightly, or moderately willing to shift your energy use?



Base: 874 of 2,222 adults aged 16-75 in the UK (those who said they were not/slightly/moderately willing to shift energy use); 15th – 19th May 2026; Don't know is hidden.

Awareness of smart data is split – but younger respondents, those in work, responsible for household energy bills, or with children at home were more likely to be familiar

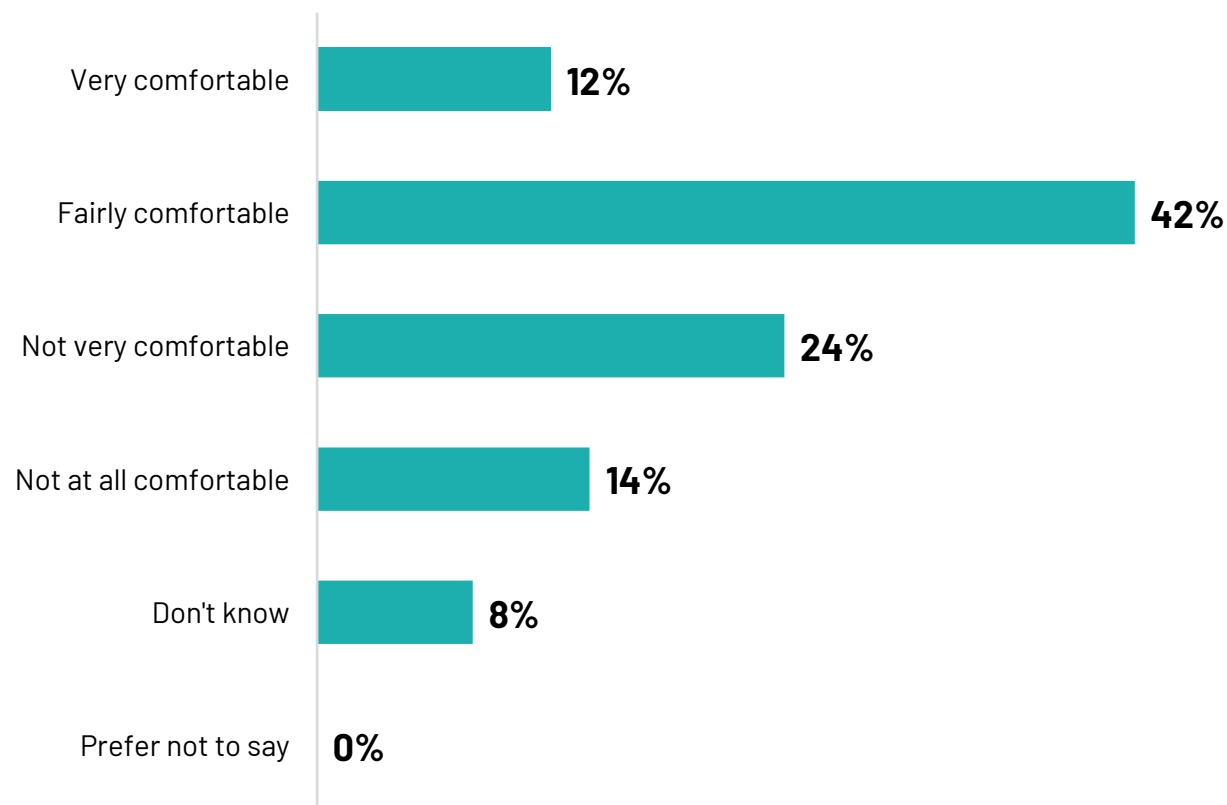
Q. Before today, how familiar or unfamiliar were you with the concept of 'smart data'?



Base: 2,222 adults aged 16-75 in the UK; 15th – 19th May 2026; Don't know is hidden.

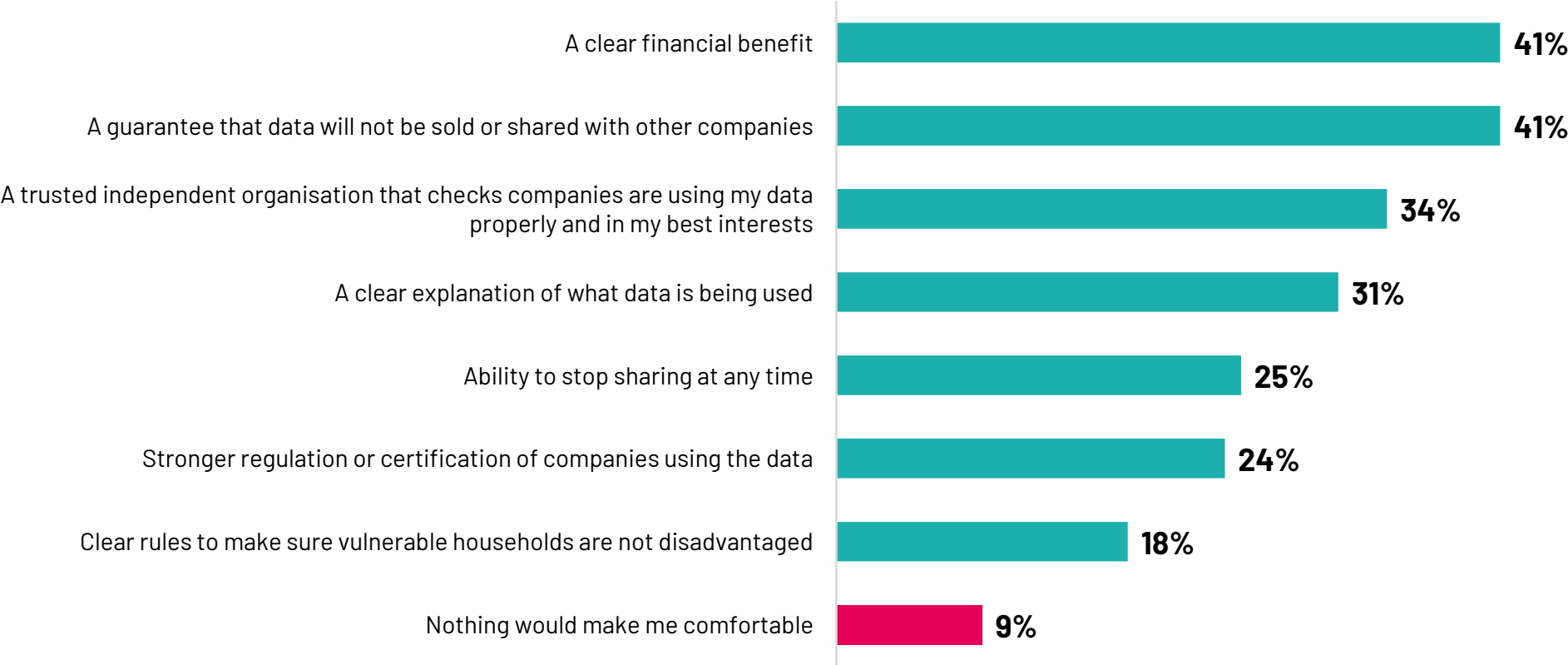
Just over half (54%) would be comfortable for their household data to be shared with authorised third parties, but 38% would not be

Q – How comfortable or not, would you be for data about your household energy usage to be shared, with your permission, with authorised third parties?



Comfort with sharing energy data depends most on clear safeguards and clear financial benefit

Q. Which of the following would make you more comfortable sharing your energy data to access better services or savings?



Respondents were unsure who they would trust to check if they were on the best tariff using smart meter energy data

27% said they would trust their energy supplier to do so, but 25% responded they would trust no one, or they did not know.

Q. If your smart energy data could be used to check whether you were on the best tariff, who would you most trust to do this on your behalf?

