

**YouGov / Berkeley PR**  
**Sample Size - 2058 GB Adults**

Fieldwork: 05th - 06th November 2014

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about your current energy supply...Which, if any, of the following would you like to see happen in the future? (Please select all that apply)

Unweighted base	2058	993	1065	197	225	347	515	774	1176	882
Base: All UK adults	2058	990	1068	247	310	361	407	733	1132	926
Power cuts in my house and/ or area to be identified and acted on faster	19%	22%	17%	20%	18%	17%	18%	21%	19%	20%
New services, tariffs and offers that reflect how I actually use energy	52%	51%	52%	37%	48%	54%	54%	56%	52%	51%
Improved customer service based on my energy supplier knowing more about me	22%	23%	21%	20%	20%	23%	22%	24%	22%	22%
Billing that I feel I can trust to reflect my energy usage	48%	46%	50%	39%	45%	47%	49%	52%	50%	45%
Being able to understand what uses up the most or least amounts of energy in my home	44%	40%	48%	35%	49%	42%	52%	42%	46%	42%
Being able to switch supplier more easily	33%	35%	31%	36%	36%	31%	33%	31%	34%	31%
None of these	7%	7%	7%	3%	6%	7%	9%	8%	8%	6%
Don't know	8%	8%	8%	26%	9%	7%	4%	5%	6%	11%

Are you the person in your household who is responsible, either solely or jointly, for your energy bills?

Unweighted base	2058	993	1065	197	225	347	515	774	1176	882
Base: All UK adults	2058	990	1068	247	310	361	407	733	1132	926
Yes, solely	46%	50%	43%	20%	36%	51%	52%	53%	48%	44%
Yes, jointly	39%	35%	43%	25%	39%	42%	40%	42%	42%	36%
No, I am not	15%	15%	15%	55%	24%	7%	8%	5%	10%	20%

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Please note, the following questions are on energy. Even if you're not responsible for your energy bills, we are still interested in your opinion.

For the following questions, by the term 'smart energy meter', we mean a meter which automatically provides your supplier with energy use readings, which means that your meter doesn't need to be read manually. Between now and 2020 energy suppliers will be responsible for replacing energy meters with these new smart energy meters in all households in the UK.

Before taking today's survey, were you aware that that all UK households are due to have smart energy meters installed by 2020?

Unweighted base	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Yes, I was	44%	49%	40%	36%	31%	37%	52%	52%	46%	42%
No, I was not	56%	51%	60%	64%	69%	63%	48%	48%	54%	58%

HBS\_q2. In general, which ONE, if any, of the following do you think will benefit MOST from the installation of smart energy meters to UK homes?

Unweighted base	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Me/ my household	28%	27%	29%	25%	31%	35%	30%	24%	29%	28%
My energy supplier	37%	43%	32%	29%	27%	30%	37%	48%	40%	34%
The Government	7%	6%	7%	9%	7%	8%	6%	5%	6%	7%
The environment	8%	8%	8%	10%	11%	10%	7%	6%	9%	7%
None of these	5%	5%	4%	2%	5%	5%	6%	5%	5%	5%
Don't know	15%	11%	19%	25%	19%	12%	15%	13%	12%	19%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**My energy supplier struggles to send me accurate bills, respond to enquiries or fix problems, so I can't imagine how they could make this smart meter technology work**

<b>Unweighted base</b>	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	7%	7%	7%	5%	7%	10%	7%	5%	8%	5%
Tend to agree	21%	22%	20%	26%	25%	22%	17%	19%	21%	20%
Neither agree nor disagree	30%	28%	31%	20%	26%	30%	36%	30%	28%	31%
Tend to disagree	24%	26%	23%	17%	22%	25%	25%	27%	26%	22%
Strongly disagree	8%	9%	8%	3%	5%	6%	8%	13%	9%	8%
Don't know	10%	9%	12%	29%	15%	7%	6%	6%	8%	13%

You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**Smart metering is not about more power to consumers, it's about more power for energy firms as they get lots of data about customers**

<b>Unweighted base</b>	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	18%	22%	15%	11%	15%	16%	20%	21%	19%	16%
Tend to agree	38%	37%	39%	35%	30%	38%	39%	43%	40%	37%
Neither agree nor disagree	22%	20%	25%	28%	24%	23%	23%	19%	21%	24%
Tend to disagree	11%	13%	9%	10%	17%	12%	10%	9%	12%	10%
Strongly disagree	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%
Don't know	9%	6%	12%	15%	11%	10%	6%	7%	7%	12%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**I think smart energy meters are vulnerable to hacking or other cybercrime**

<b>Unweighted base</b>	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	7%	9%	6%	4%	7%	5%	8%	9%	7%	8%
Tend to agree	23%	24%	22%	23%	23%	25%	21%	23%	24%	22%
Neither agree nor disagree	25%	24%	25%	17%	24%	28%	28%	24%	25%	24%
Tend to disagree	15%	17%	13%	20%	21%	15%	16%	11%	16%	14%
Strongly disagree	3%	4%	3%	10%	4%	4%	2%	2%	3%	4%
Don't know	26%	21%	31%	25%	22%	23%	25%	31%	24%	29%

You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**Energy suppliers have too much to lose to get the roll-out of smart energy meters wrong**

<b>Unweighted base</b>	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	5%	6%	4%	5%	5%	8%	5%	4%	5%	6%
Tend to agree	32%	33%	32%	34%	29%	32%	31%	33%	33%	31%
Neither agree nor disagree	29%	28%	31%	25%	31%	28%	27%	32%	30%	28%
Tend to disagree	17%	20%	14%	14%	19%	16%	20%	16%	18%	16%
Strongly disagree	4%	4%	3%	1%	4%	5%	4%	3%	4%	3%
Don't know	13%	9%	16%	20%	13%	10%	13%	12%	10%	16%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**Newer energy suppliers have a lot to prove and don't have lots of outdated technology so might provide a better service**

Unweighted base	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	4%	5%	3%	9%	3%	6%	4%	2%	4%	4%
Tend to agree	37%	39%	35%	37%	44%	41%	33%	35%	38%	36%
Neither agree nor disagree	33%	33%	33%	24%	21%	31%	36%	40%	34%	32%
Tend to disagree	9%	9%	9%	7%	13%	10%	10%	7%	9%	9%
Strongly disagree	2%	3%	2%	2%	4%	2%	3%	2%	3%	2%
Don't know	14%	11%	17%	21%	15%	11%	14%	14%	13%	17%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

HBS\_q4\_6. You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**Customer-focused firms such as retail brands would make better energy suppliers**

<b>Unweighted base</b>	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	4%	5%	2%	6%	3%	5%	2%	3%	3%	4%
Tend to agree	22%	25%	19%	17%	33%	20%	19%	22%	24%	20%
Neither agree nor disagree	37%	34%	39%	24%	27%	43%	40%	40%	36%	38%
Tend to disagree	17%	19%	16%	23%	18%	16%	17%	16%	20%	14%
Strongly disagree	5%	6%	4%	8%	5%	5%	4%	4%	5%	5%
Don't know	16%	12%	20%	23%	14%	12%	18%	15%	13%	19%

HBS\_q4\_7. You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**Smart metering is the perfect opportunity for energy suppliers to improve customer service**

<b>Unweighted base</b>	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	5%	5%	6%	4%	3%	5%	7%	6%	5%	5%
Tend to agree	41%	39%	43%	34%	48%	45%	43%	39%	44%	39%
Neither agree nor disagree	28%	29%	26%	27%	22%	27%	28%	30%	26%	30%
Tend to disagree	12%	14%	10%	13%	14%	10%	12%	11%	14%	9%
Strongly disagree	5%	7%	3%	7%	5%	4%	4%	5%	5%	5%
Don't know	9%	6%	12%	15%	8%	9%	7%	8%	7%	12%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**Smart metering is going to happen, but I'm skeptical it will happen to current timelines as all big IT projects always run late, have issues, or go over budget**

<b>Unweighted base</b>	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	14%	16%	11%	11%	12%	13%	14%	16%	15%	12%
Tend to agree	49%	48%	49%	42%	47%	49%	49%	51%	51%	46%
Neither agree nor disagree	20%	18%	22%	20%	19%	22%	19%	20%	19%	22%
Tend to disagree	8%	10%	6%	9%	11%	6%	10%	6%	9%	7%
Strongly disagree	1%	1%	1%	0%	1%	0%	2%	1%	1%	1%
Don't know	9%	6%	11%	17%	9%	9%	6%	7%	6%	12%

You will now see 9 statements relating to smart energy meters...

To what extent do agree or disagree with the following statement?

**Smart metering will end up costing the consumer/ tax payer more than they will save**

<b>Unweighted base</b>	2058	993	1065	197	225	347	515	774	1176	882
<b>Base: All UK adults</b>	2058	990	1068	247	310	361	407	733	1132	926
Strongly agree	15%	19%	11%	6%	12%	13%	16%	19%	15%	15%
Tend to agree	35%	35%	34%	26%	26%	38%	35%	39%	38%	31%
Neither agree nor disagree	22%	19%	26%	25%	24%	20%	26%	20%	21%	24%
Tend to disagree	13%	14%	11%	20%	16%	13%	10%	10%	13%	13%
Strongly disagree	1%	2%	1%	3%	2%	1%	1%	1%	1%	1%
Don't know	14%	11%	17%	20%	19%	14%	11%	11%	12%	16%