

# BEIS Public Attitudes Tracker: Energy Bills and Tariffs Summer 2022, UK

22 SEPTEMBER 2022

Official Statistics

This report covers the results of questions on energy bills and electricity tariffs asked in the BEIS Public Attitude Tracker. This includes questions asked in Summer 2022 on smart meters and smart energy use including time of use electricity tariffs, smart electric vehicle charging, and energy smart appliances. It also covers the Spring 2022 questions on energy saving behaviours, energy bills and switching suppliers.

**What you need to know about these statistics:** These results from the BEIS Public Attitudes Tracker (PAT) were collected using the Address Based Online Surveying (ABOS) methodology introduced in Autumn 2021, which uses random probability sampling. The results should not be compared with previous PAT surveys, which used different data collection methods. For details, see the Technical Report.

The table below shows the topics covered in this report and when these questions were included in the BEIS Public Attitude Tracker. Links are included to the findings for each topic within this report.

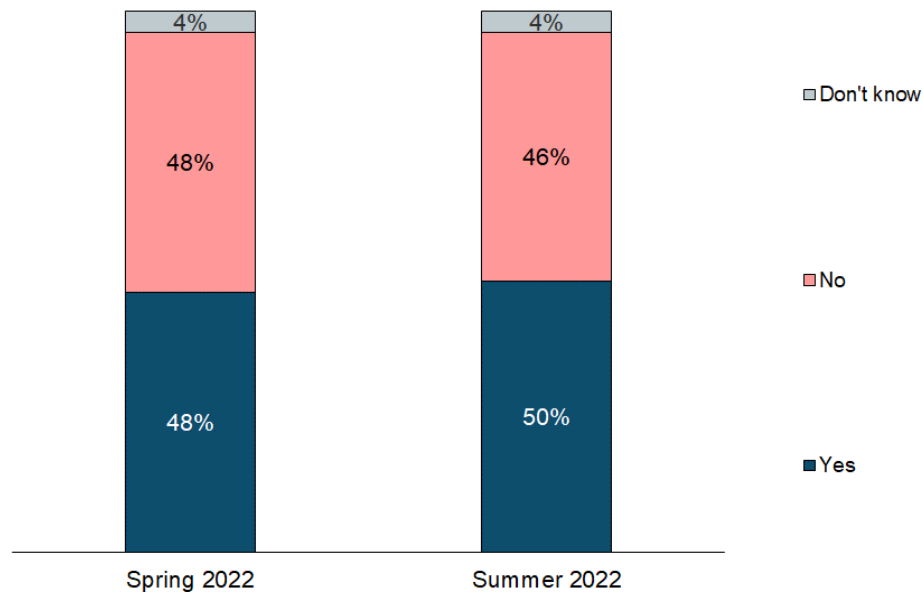
Topic	When included	Link to findings
Smart meters	Spring 2022, Summer 2022	<a href="#">Link</a>
Saving energy in the home	Spring 2022	<a href="#">Link</a>
Concern about paying energy bills	Spring 2022	<a href="#">Link</a>
Perceived impact of renewables on energy bills	Spring 2022	<a href="#">Link</a>
Energy suppliers	Spring 2022	<a href="#">Link</a>
'Time of use' electricity tariffs	Summer 2022	<a href="#">Link</a>
Smart electric vehicle charging	Summer 2022	<a href="#">Link</a>
Energy smart appliances	Summer 2022	<a href="#">Link</a>

# Smart meters

The findings related to smart meters have been weighted to represent all households (rather than all individuals).

In Summer 2022, half of households (50%) said that they had a smart meter, with no change from Spring 2022 (Figure 1.1).

**Figure 1.1: Whether has a smart meter in the home (based on all households), Spring 2022 and Summer 2022**



▲▼ Significant increase/decrease from previous wave

SMARTMET. The next question is about smart meters. Smart meters automatically send meter readings to your energy supplier and usually come with a home energy monitor that provides information about your energy usage. Smart meters also allow prepayment customers to top up their credit online and over the phone. Does your household have a smart meter?

Base: All wave respondents –Spring 2022 (4,362), Summer 2022 (4,486)

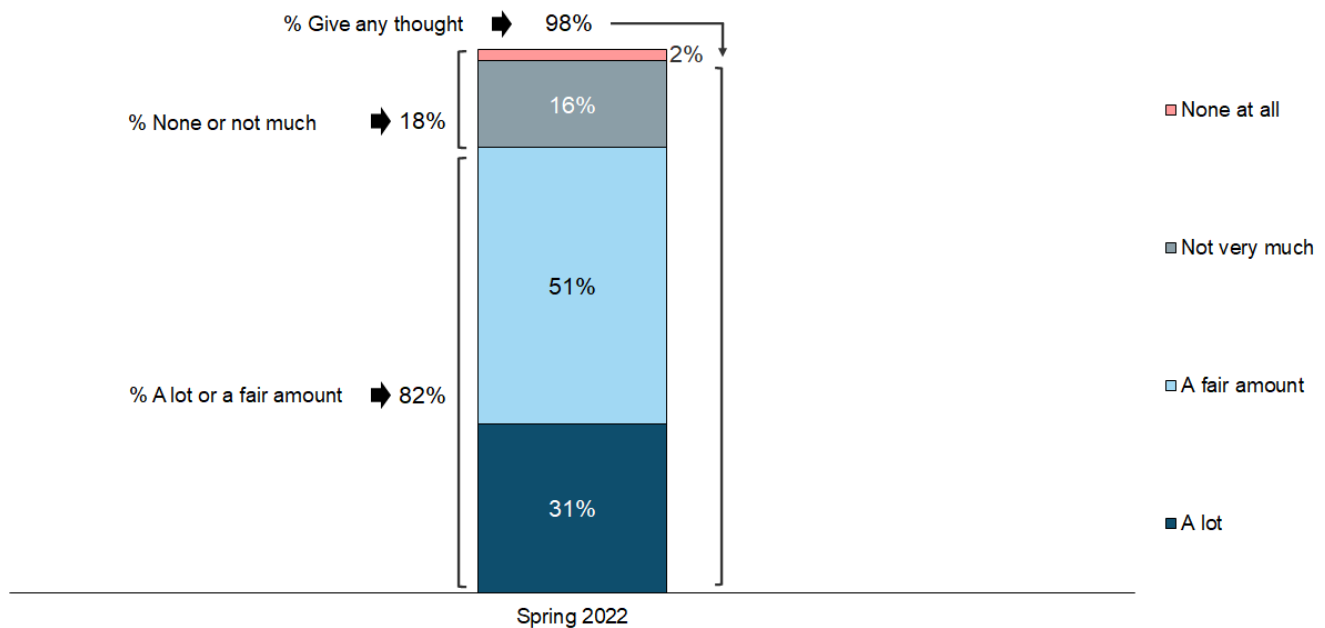
Note: At this question, results are weighted to households (not individuals)

Smart meter ownership was higher for owner-occupied (51%) and social rented households (52%) compared with 41% of privately rented households. Households living in houses or bungalows were also more likely to say they had a smart meter (52% compared with 42% of households living in an apartment).

# Saving energy in the home

In Spring 2022 almost all people (98%) said they had given some thought to saving energy in the home (Figure 2.1). Most (82%) had given it either a lot of thought (31%) or a fair amount (51%) with just 16% saying they had not given it very much thought.

**Figure 2.1: Amount of thought given to saving energy in the home (based on all people), Spring 2022**



ENERGSAVE. How much thought, if any, would you say you give to saving energy in your home?  
Base: All wave respondents – Spring 2022 (4,367)

People aged 35 and over were more likely to say they had given a lot of thought to saving energy in the home (34% compared with 26% of those aged 25-34 and 17% of people aged 16 to 24). (Figure 2.2).

There was a link between how much thought was given to energy saving and feeling worried about paying energy bills over the past three months (see [Figure 3.1](#) for findings about how worried people are about their energy bills). People who were very worried about their energy bills were more than twice as likely as those who were not worried (50% compared with 21%) to give a lot of thought to saving energy in the home.

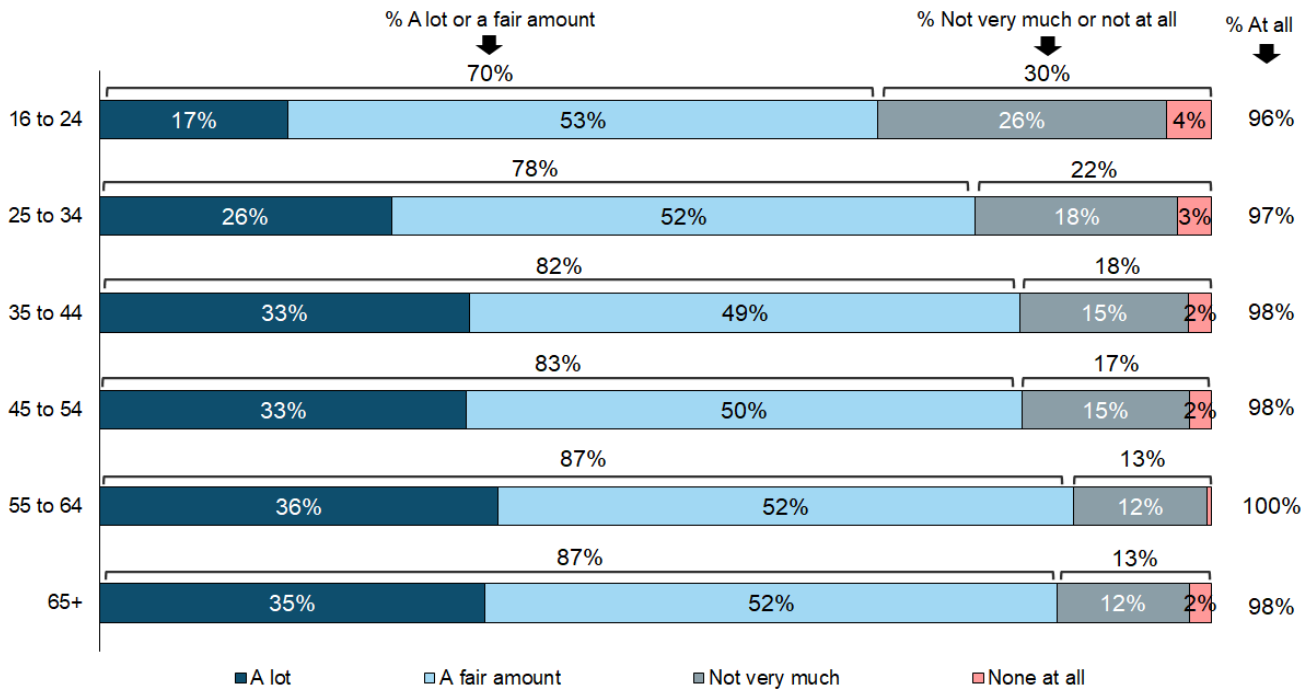
Those who were very concerned about climate change were also more likely to give a lot of thought to saving energy at home (40% compared with 26% of those fairly concerned and 22% of those who were not very or not all concerned about climate change).

People who described themselves as the main decision-maker in the household about matters such as paying bills<sup>1</sup> were more likely to give a lot of thought to energy saving (37% compared

<sup>1</sup> This was defined by a new question added in Spring 2022 asking whether the respondent was the person who is mainly responsible for decisions about their household such as paying household bills or choosing a provider for energy or broadband. Main decision-maker includes people in households with 2+ people who said they had this role, and people who were the only adult aged 16+ in the household.

with 31% who share this responsibility and 21% who say this role lies with someone else in the household).

**Figure 2.2: Amount of thought given to saving energy in the home by age (based on all people), Spring 2022**



ENERGSAVE. How much thought, if any, would you say you give to saving energy in your home?  
 Base: All wave respondents – Spring 2022: 16-24 (254), 25-34 (560), 35-44 (569), 45-54 (683), 55-64 (833), 65+ (1,406)

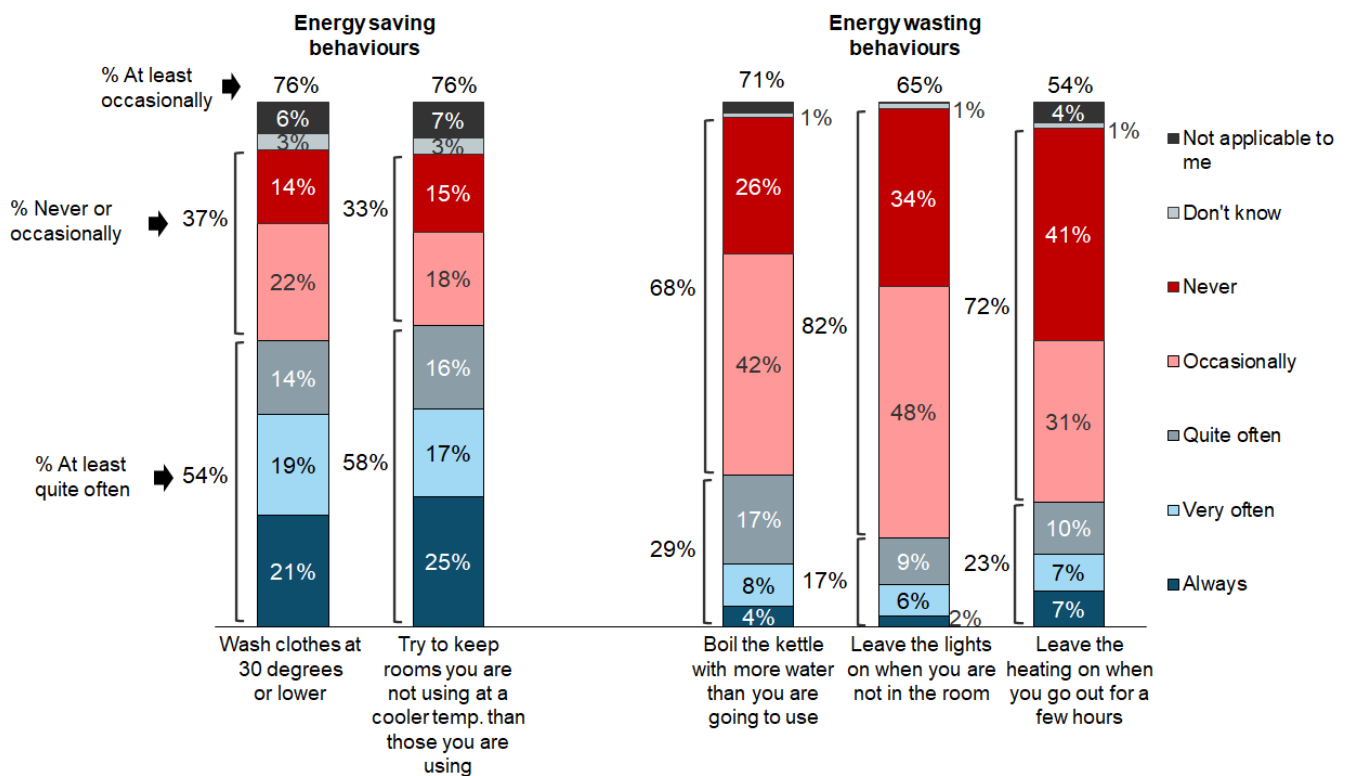
Self-reported frequency of the following energy saving or wasting behaviours was assessed in Spring 2022 (Figure 2.3):

- Washing clothes at 30 degrees or lower (*energy saving*)
- Trying to keep rooms not in use at a cooler temperature than those you are using (*energy saving*)
- Boiling the kettle with more water than you are going to use (*energy wasting*)
- Leaving the lights on when not in the room (*energy wasting*)
- Leaving the heating on when you go out (*energy wasting*)

Focussing first on energy saving behaviours, in Spring 2022, 76% of people said that they wash clothes at 30 degrees or lower at least occasionally, while 54% did this at least quite often. The same proportion (76%) said that they try to keep unused rooms at a cooler temperature than those being used at least occasionally, while 58% say they do this at least quite often.

Focussing on energy wasting behaviours, in Spring 2022, at least half of people did the following behaviours at least occasionally: boil the kettle with more water than they intended to use (71%); leave the lights on when not in the room (65%); and leave the heating on when going out for a few hours (54%). The most frequent energy wasting behaviour was boiling a kettle with more water than needed, with 29% saying they did this at least quite often.

**Figure 2.3: Frequency of energy saving and wasting behaviours (based on all people), Spring 2022**



ENSAVFREQ. How often, if at all, do you personally do any of the following?

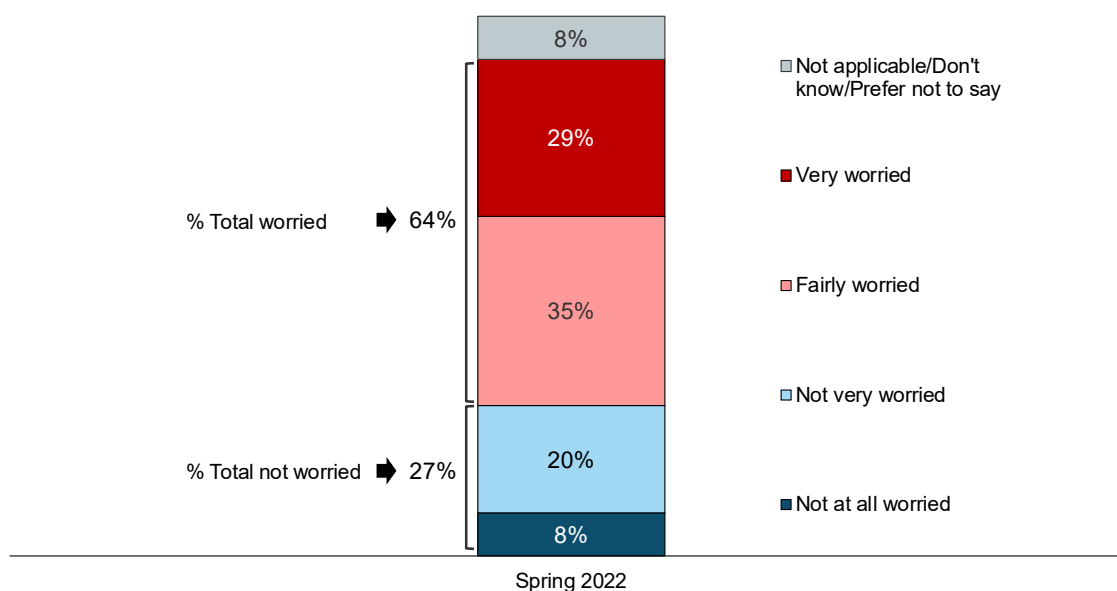
Base: All wave respondents– Spring 2022: Leave the lights on when you are not in the room (4,362); Boil the kettle with more water than you are going to use (4,359); Wash clothes at 30 degrees or lower (4,349); Try to keep rooms that you are not using at a cooler temperature than those you are using (4,360); Leave the heating on when you go out for a few hours (4,357)

# Concern about paying energy bills

The Spring 2022 survey was conducted shortly before a widespread increase in energy prices, which was caused by a rise in wholesale natural gas prices and this was further affected by the war in Ukraine which began in February 2022. From 1 April 2022, the energy price cap was raised, causing considerable increases in the price of gas and electricity. There was widespread media coverage of this expected price rise throughout survey fieldwork, which ran from 24 February to 24 March.

Against this backdrop, it is not surprising that a high proportion of people were worried about payment of energy bills. In Spring 2022, 64% of people reported being either very worried (29%) or fairly worried (35%) about paying for their electricity bills over the previous three months, while 27% said they were not very or not at all worried (Figure 3.1).

**Figure 3.1: Level of worry about paying for energy bills (based on all people), Spring 2022**



PAYBILLEN. Over the last three months, how worried, if at all, have you been about paying for energy bills (gas/electricity)?

Base: All wave respondents –Spring 2022 (4,369)

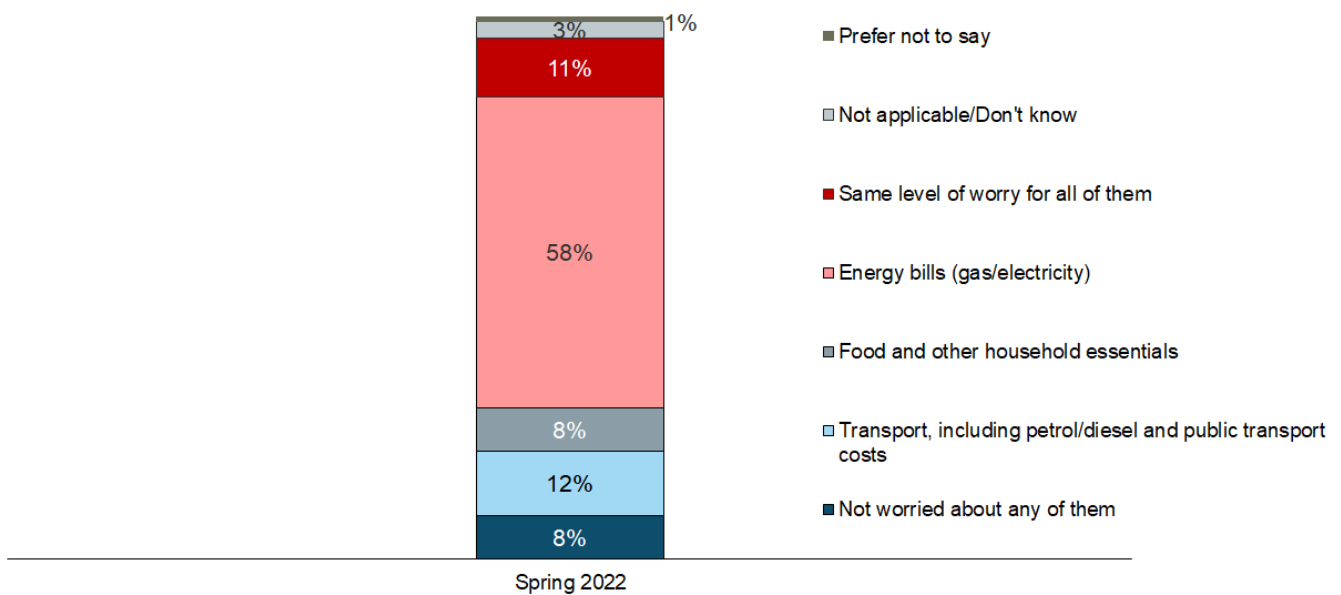
Women were more likely to be very or fairly worried about energy bills (69% compared with 60% of men) as were people aged 25-54 (74% compared with 60% of those aged 55 and over, and much lower at 42% of those aged 16-24).

People who were renting were more likely to be worried about energy bills than people living in owner-occupied homes (71% compared with 63%), while owner-occupiers with a mortgage were more likely to be worried than owner-occupiers without a mortgage (70% compared with 57%) which is likely to reflect higher levels of disposable income among those who own their home outright.

To provide further context about the level of worry about energy bills, respondents were asked which out of three different types of bill or outgoings they were most worried about: energy bills; transport (petrol/diesel and public transport costs); and food and other household essentials.

In Spring 2022, concern about paying energy bills far outweighed concern about other types of bills, which again is likely to reflect prevailing circumstances regarding increased energy prices (Figure 3.2). Over half (58%) were most concerned about energy bills compared with 12% who were most concerned about transport and 8% who were most concerned about food and other household essentials. Around one in ten (11%) were equally worried about all of them and 8% said they were not worried about any bills.

**Figure 3.2: Worry about energy bills compared with other household bills (based on all people), Spring 2022**



**MOSTWORRY.** Which ONE of the following bills or expenses are you most worried about?  
 Base: All wave respondents – Spring 2022 (4,315)

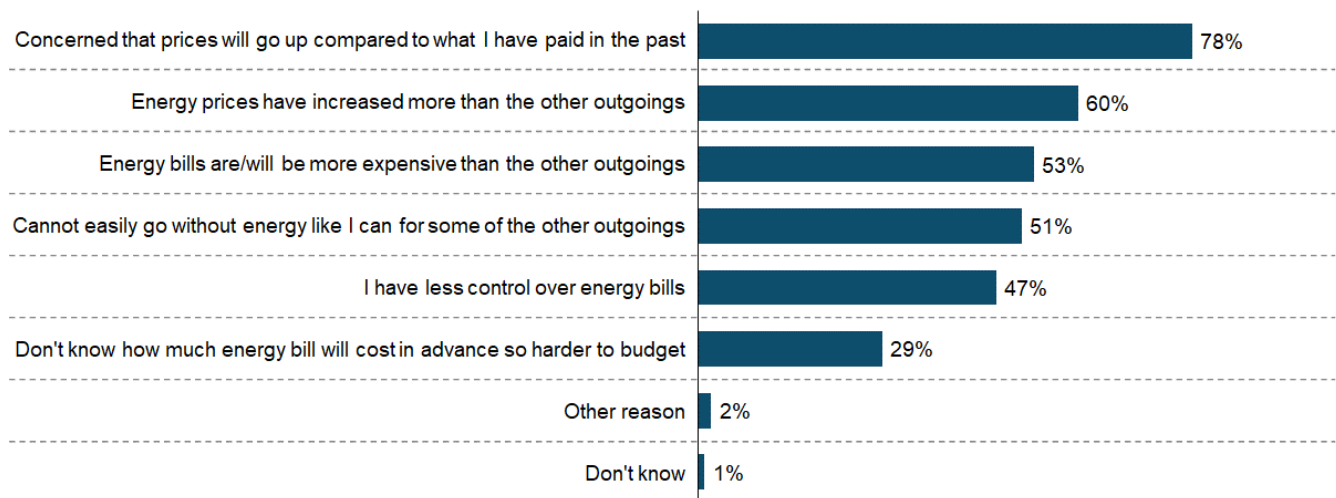
The propensity to be most worried about energy bills compared with transport or food expenditure was higher for women (61% compared with 55% of men) and lower for people aged 16-24 (32% compared with 62% of those aged 25 and over); however, those aged 16-24 were also more likely to say that this doesn't apply to them (16% compared with 2% in all other age groups) which partly explains this difference.

People who were either the main or joint decision-maker in the household about matters such as paying bills were more likely to be mostly worried about energy bills (62% compared with 44% who said this role lay with someone else in the household). The latter group was instead more likely to be concerned about transport costs (16% compared 11% of decision-makers).

People who were more concerned about energy bills than other bills were asked their reasons for this (respondents were presented with a list of possible reasons) (Figure 3.3). Amongst this subgroup, the main concern related to expectations of prices increasing more compared with past energy prices (78%), that energy prices have increased more than other outgoings (60%) and that energy bills are or will be more expensive than other outgoings (53%).

Other reasons cited by this subgroup included being less easily able to go without energy compared to other outgoings (51%); having less control over energy bills (47%); or a lack of certainty over future prices affecting the ability to budget (29%).

**Figure 3.3: Reasons for being more worried about energy bills than other household bills (based on all people who said they were most worried about energy bills), Spring 2022**



WHYWORRYEN. You said you were more worried about paying for energy bills compared with food and other household essentials, or transport. Why are you more worried about energy bills? Please select all that apply  
 Base: All respondents who are more worried about paying for energy bills compared with other bills – Spring 2022 (2,541)



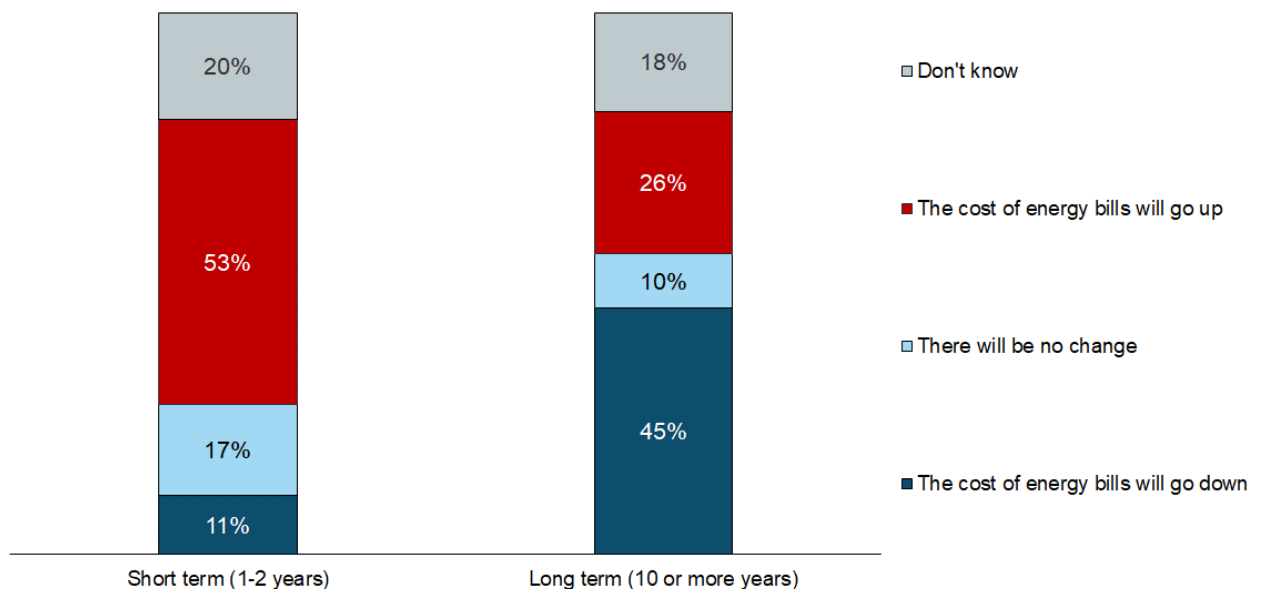
# Perceived impact of renewables on energy bills

In Spring 2022, people were asked about their expectations of the short term (1-2 years) and longer term (10 years or more) impact of renewable energy sources on energy bills (Figure 4.1).

In the short-term, far more people anticipated price rises (53%) than price decreases (11%) as a result of the shift towards renewable energy sources. However, people saw much more potential for prices to decrease over the longer-term, with more people anticipating price decreases (45%) than rises (26%) in 10 or more years' time. It is worth noting that the findings relating to short-term price increases are likely to be conflated with more general concern about energy price rises, given the prevailing external context of significantly increased energy prices.

In Spring 2022, around a fifth said they did not know what to expect regarding the impact of the shift towards renewable energy on prices both in the short term (20%) and longer term (18%).

**Figure 4.1: Perceived impact of move to renewable energy source on energy bills (based on all people), Spring 2022**



IMPACTBILL. What impact do you think that the UK's move to renewable energy sources might have on people's energy bills in the UK...?

Base: All wave respondents – Spring 2022: ...In the short term (1-2 years) (4,336); ...In the long term (10 or more years) (4,301)

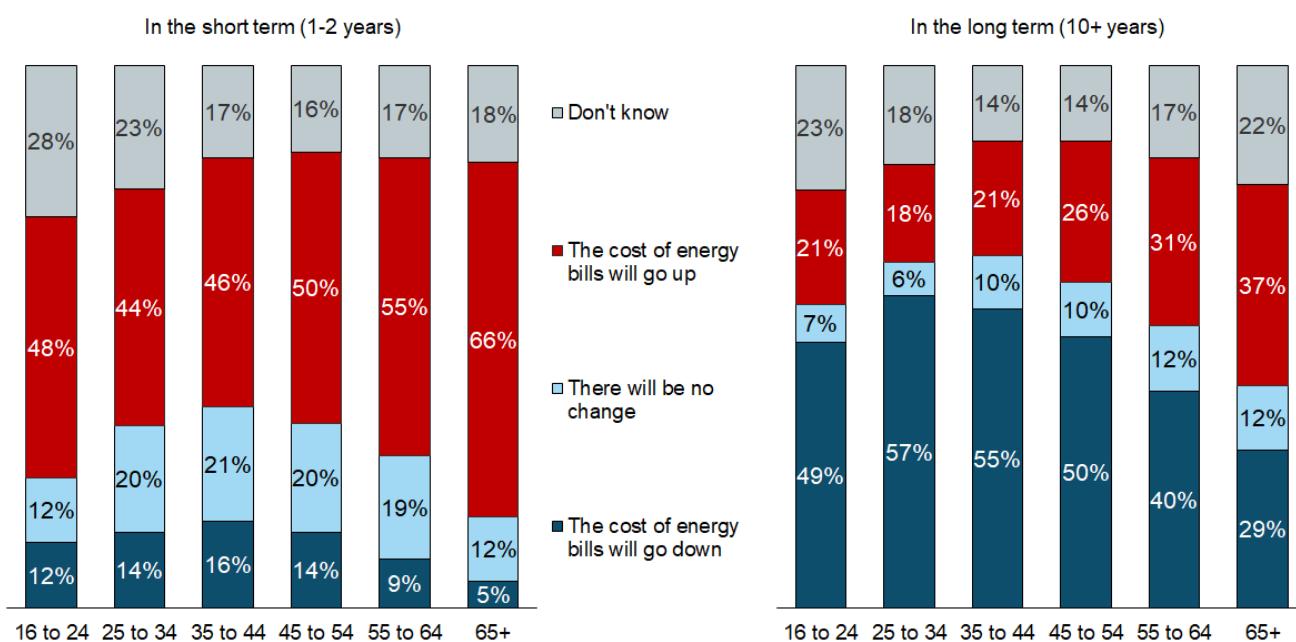
Men were more likely to believe that the cost of energy would go up both in the short term (59% compared with 47% of women) and longer term (30% compared with 23% of women). However, this difference was largely explained by an increased proportion of women who did not know; there was no difference by gender in terms of the proportion who expected prices to decrease.

People aged 65 and over were more likely to believe costs would go up in both the short term (66% compared with 55% of 55-64s and 47% of under 55s) and in the long term (37%

compared with 31% of 55-64s and 21% of under-55s). People aged 25-44 were most likely to think prices would fall in the longer term (56% compared with 29% of those aged 65+ and 40% of 55-64s) (Figure 4.2).

People educated to degree level were also more likely to expect prices to fall in the longer term as a result of more use of renewable energy (56% compared with 45% of those with another qualification, and 31% of people with no qualifications). Conversely, people with no qualifications were more likely to think that prices will rise in the longer-term because of this (34% compared with 24% with a degree-level qualification).

**Figure 4.2: Perceived impact of move to renewable energy source on energy bills by age group (based on all people), Spring 2022**



IMPACTBILL. What impact do you think that the UK's move to renewable energy sources might have on people's energy bills in the UK...?

Base: All wave respondents – Spring 2022: ...In the short term: 16 to 24 (254), 25 to 34 (561), 35 to 44 (569), 45 to 54 (683), 55 to 64 (830), 65 or over (1,378) ...In the long term 16 to 24 (254), 25 to 34 (561), 35 to 44 (569), 45 to 54 (682), 55 to 64 (831), 65 or over (1,344)

Expectations of energy price changes were also related to attitudes towards renewable energy. People who opposed the use of renewable energy were more likely to expect increased costs in the long term (49% compared with 23% of those who supported it). Conversely, those who supported the use of renewable energy were more likely to expect a decrease in the short term (12% compared with 5% of those who oppose it) and this difference was even more apparent when thinking about the longer term (51% compared with 15% of those who opposed renewable energy).

# Energy suppliers

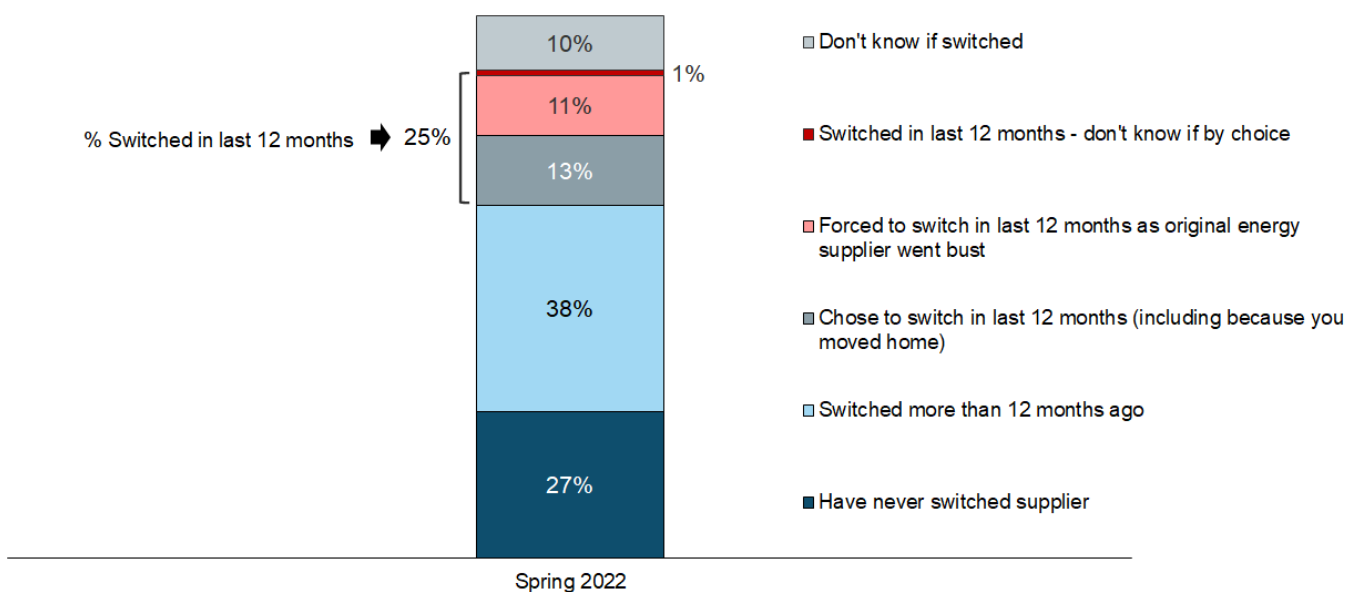
## Switching energy suppliers

Consumers were asked about switching energy suppliers in the last 12 months; the results have been weighted to represent all households.

The energy switching market changed significantly in the period leading up to Spring 2022 fieldwork, with a number of suppliers ceasing trading during Autumn and Winter 2021, and limited competitive options given the sharp increase in global energy prices, which led to an increase in the energy price cap set by Ofgem. However, some consumers will have switched in the period before these changes.

Against this backdrop, in Spring 2022, one in four households (25%) reported having switched supplier in the last 12 months, split fairly evenly into 13% who chose to switch and 11% forced to switch as their supplier ceased trading (Figure 5.1). A further 38% said they had switched supplier more than 12 months ago, while over a quarter (27%) said they had never switched supplier.

**Figure 5.1: When last switched energy supplier and whether this was related to their supplier ceasing trading (based on all households), Spring 2022**



ENERGSWITCH. Thinking about your gas and electricity supplier, when, if at all, did your household last switch supplier? Please include switches which you were forced to make if your energy supplier closed down.

ENERGBUST. And when your household **last** switched supplier, was this by choice or were you forced to switch as your supplier closed down?

Base: All wave respondents –Spring 2022 (4,365)

Note: At this question, results are weighted to households (not individuals)

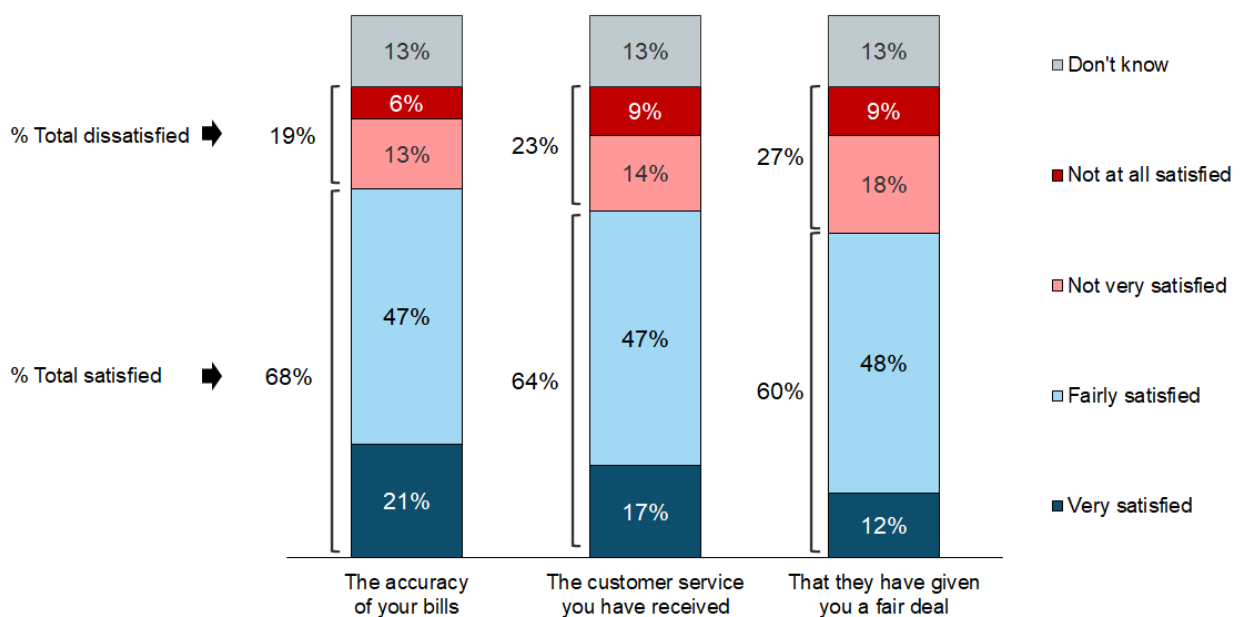
Owner-occupied households were less likely to have never switched energy supplier (23% compared to 35% of households in rented accommodation) and they were more likely to have been forced to switch due to their energy supplier going bust (14% compared to 5% of households in rented accommodation).

## Satisfaction with energy suppliers

In Spring 2022, people were asked to rate their satisfaction with energy suppliers on three different aspects of service. For each aspect of service, results are based on all respondents excluding those who said this question did not apply to them (for example because they are not responsible for managing energy bills in their household). People were far more likely to be satisfied than dissatisfied with each aspect of service, although a substantial minority were dissatisfied with each (Figure 5.2).

Satisfaction levels were highest for billing accuracy, with 68% either very (21%) or fairly (47%) satisfied, but with 19% dissatisfied. Satisfaction levels were a little lower for customer service with 64% satisfied (17% very, 47% fairly) and 23% dissatisfied. People were least likely to be satisfied that they were given a fair deal (60%) with 12% very satisfied and 48% fairly satisfied, and with over a quarter dissatisfied (27%). It should be noted that fieldwork was completed during February/March 2022, just before the widespread increase in energy tariffs from 1 April 2022.

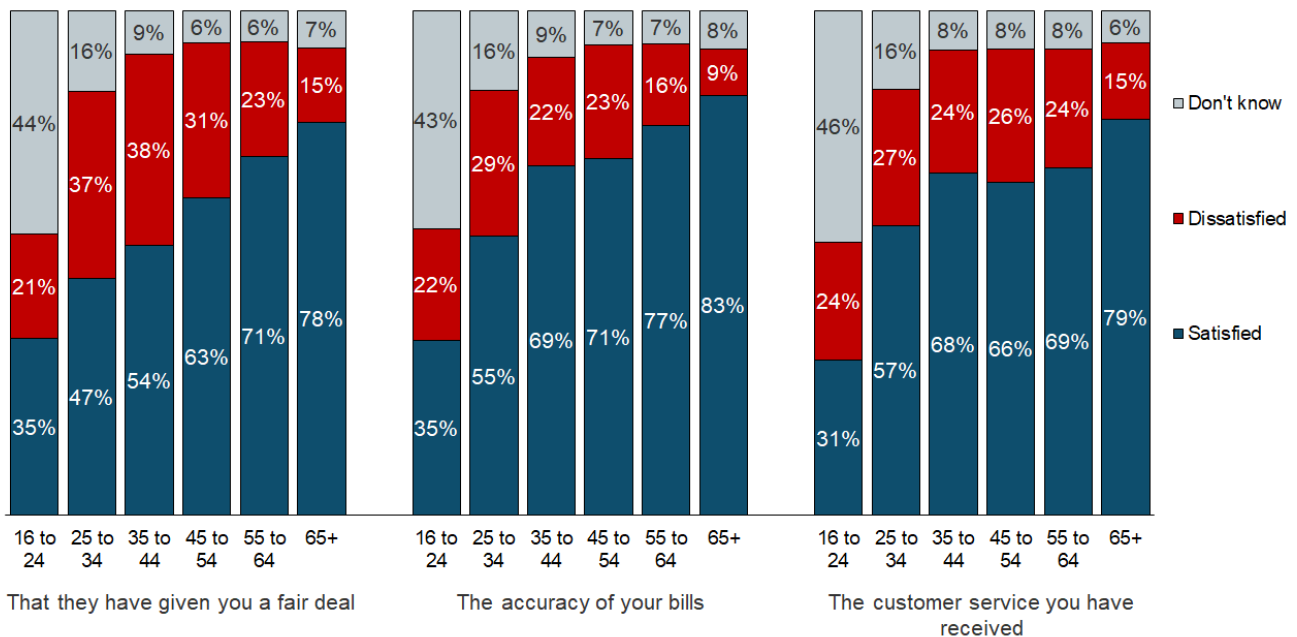
**Figure 5.2: Satisfaction with different aspects of energy supplier service (based on all people excluding those who said this was not applicable), Spring 2022**



SATISENERG. How satisfied or dissatisfied have you been with the following aspects of energy supplier(s)? If you have different suppliers for gas and electricity, please think about your overall opinion.  
 Base: All wave respondents excluding those who say 'not applicable' – Spring 2022: That they have given you a fair deal (4,195) The accuracy of your bills (4,155) The customer service you have received (3,853)

There were clear differences in levels of dissatisfaction by age (Figure 5.3). People aged 25 to 54 were most likely to be dissatisfied with each aspect of service (Fair deal: 35%; Accuracy of bills: 24%; Customer service: 26%) and people aged 65 or over were least likely to be dissatisfied (Fair deal: 15%; Accuracy of bills: 9%; Customer service: 15%). Younger people were more likely to not have an opinion about each aspect of service.

**Figure 5.3: Satisfaction with different aspects of energy supplier service by age (based on all people excluding those who said this was not applicable), Spring 2022**



SATISENERG. How satisfied or dissatisfied have you been with the following aspects of energy supplier(s)? If you have different suppliers for gas and electricity, please think about your overall opinion. Showing % very or fairly satisfied.

Base: All wave respondents excluding those who said this was not applicable – Spring 2022: That they have given you a fair deal - 16 to 24 (254), 25 to 34 (561), 35 to 44 (569), 45 to 54 (683), 55 to 64 (831), 65 or over (1,375) The accuracy of your bills - 16 to 24 (254), 25 to 34 (560), 35 to 44 (569), 45 to 54 (683), 55 to 64 (830), 65 or over (1,343) The customer service you have received - 16 to 24 (254), 25 to 34 (560), 35 to 44 (569), 45 to 54 (683), 55 to 64 (833), 65 or over (1,341)

# 'Time of use' electricity tariffs

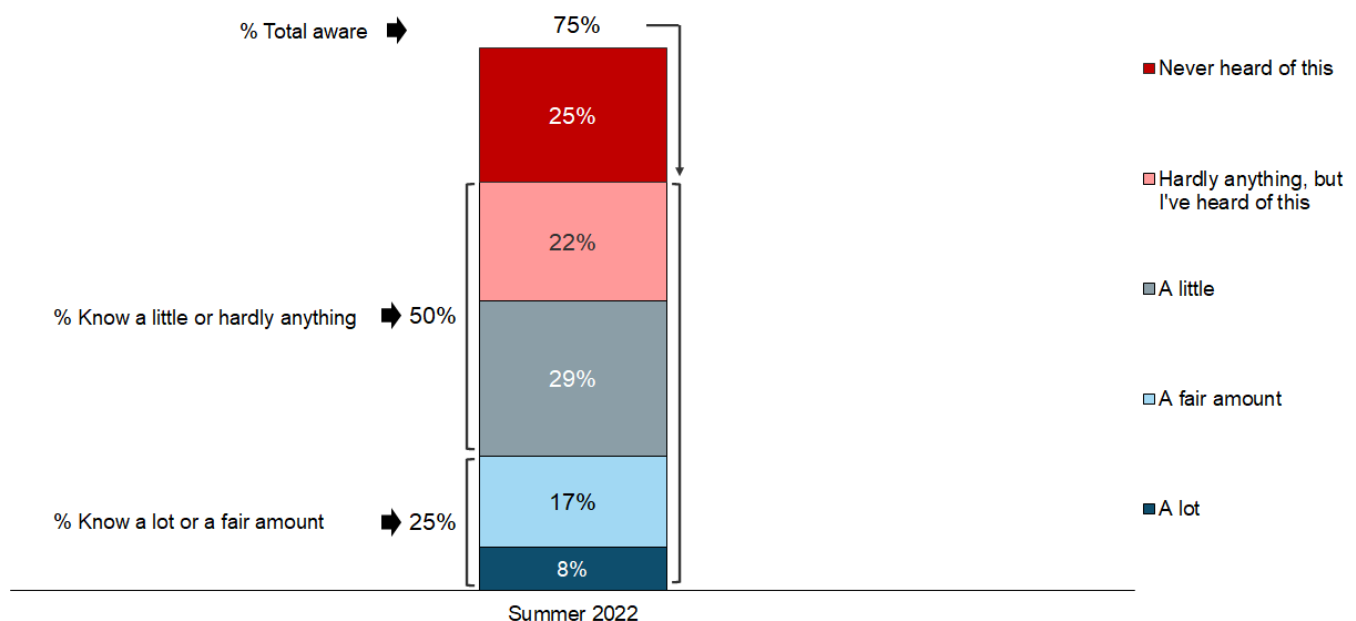
## Awareness of 'time of use' electricity tariffs

Respondents were provided with the following explanation about 'time of use' electricity tariffs before being asked about their level of awareness of this:

*An electricity tariff is the pricing plan for the electricity that you use. Some suppliers offer 'time of use' energy tariffs. These charge consumers cheaper 'off-peak' rates for their energy at times of night or day when demand is at its lowest, and higher 'peak' rates at popular times. This means that energy demand can be better managed, and can help customers reduce their bills.*

In Summer 2022, 75% of people said that they had heard of 'time of use' electricity tariffs (Figure 6.1). However, only 25% said they knew at least a fair amount about them, with 8% saying that they knew a lot. Half of people (50%) said they knew hardly anything or a little about them, and 25% had never heard of them.

**Figure 6.1: Awareness of 'time of use' electricity tariffs (based on all people), Summer 2022**



TOUTAWARE1. Before today, how much, if anything, did you know about a 'time of use' electricity tariff?  
Base: All wave respondents – Summer 2022 (4,486)

Awareness of these tariffs varied by gender, age and education. For example, men were more likely to have any awareness of 'time of use' tariffs (79% compared with 72% of women) as were people aged 25 and over (77% compared with 61% of people aged under 25), and those educated to degree level (82% compared with 75% of those with lower-level qualifications and 65% of those with no qualifications).

Owners (77%) and private renters (79%) were also more likely than social renters (68%) to be aware of such tariffs. There were also differences by region, with awareness of 'time of use' tariffs higher than average in the East (80%), East Midlands (79%), West Midlands (78%), South West (78%), South East (77%) and Scotland (78%); and conversely lower than average

in the North (North East, North West, Yorkshire and Humberside – 71%), Wales (68%) and Northern Ireland (67%).

People who were solely or jointly responsible for making decisions in their household such as choosing an energy provider were more likely to be aware of such tariffs than non-decision makers (78% compared with 64%).

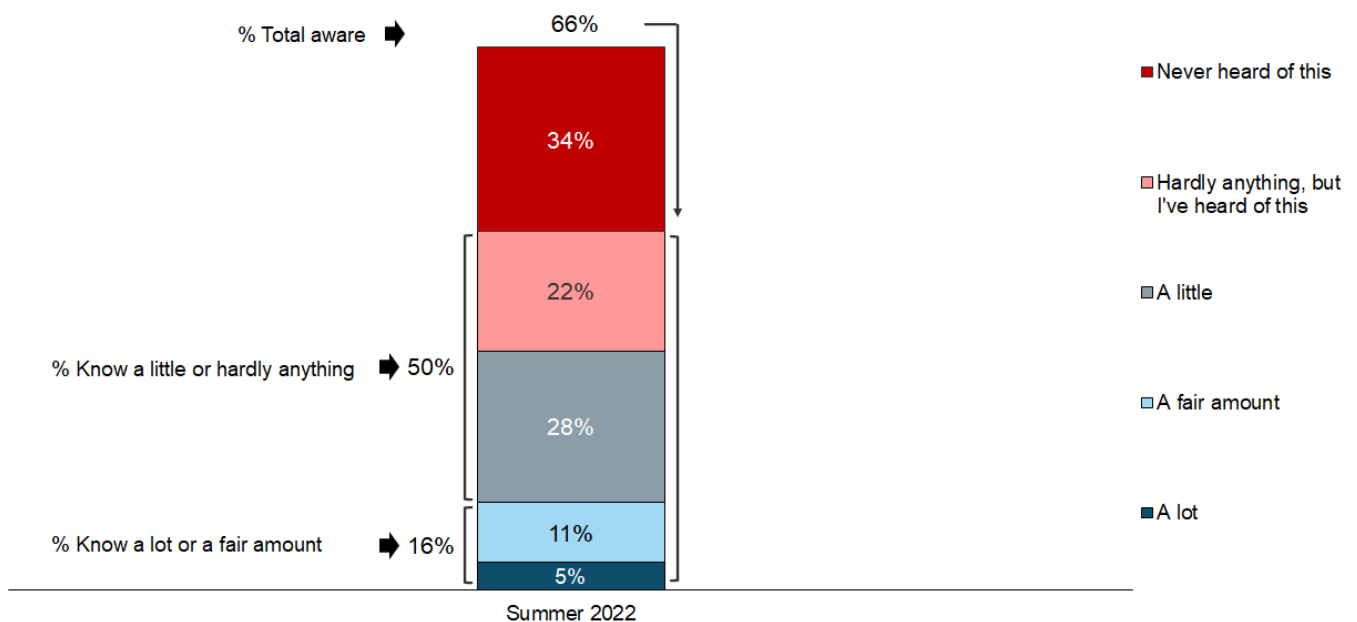
## Awareness of dynamic ‘time of use’ electricity tariffs

Respondents were then provided with a more detailed explanation of *dynamic* ‘time of use’ tariffs:

*Some suppliers have introduced ‘time of use’ tariffs that offer rates of electricity that change throughout the day or night depending on overall demand and supply. Instead of just two rates (a daytime and night rate), prices typically change every half an hour. These new tariffs can work with any appliance or form of heating. Using energy at off-peak times (for example at night or when there is a high renewable electricity available) can help people to reduce their electricity bills.*

In Summer 2022, compared with awareness of ‘time of use’ tariffs more generally (75%), a lower proportion of people had heard of dynamic time of use tariffs (66%) (Figure 6.2). Half of respondents said they knew hardly anything or just a little about them (50%), and 16% said they knew a lot or a fair amount.

**Figure 6.2: Awareness of ‘time of use’ electricity tariffs that change throughout the day and night (based on all people), Summer 2022**



TOUTAWARE2. Before today, how much, if anything, did you know about ‘time of use’ tariffs which offer changing rates of electricity across the day and night?

Base: All wave respondents – Summer 2022 (4,484)

Differences by gender, education and type of renter were similar for awareness of dynamic tariffs as they were for 'time of use' tariffs in general: higher overall awareness was found among men (70% compared with 62% of women), those educated to degree level (72% compared with 56% with no qualifications), and owner occupiers (67%) and private renters (69%) compared with 59% of social renters.

By age, awareness was higher among people aged 25 to 64 (69%) compared with those aged under 25 (57%) and those aged 65 and over (62%).

Compared with 'time of use' tariffs in general, there was less regional variation for dynamic tariffs although, compared with the UK average, awareness was higher in the South East (71%) and South West (70%) and lower in Northern Ireland (58%).

Awareness of dynamic 'time of use' tariffs was also higher among sole or joint household decision-makers (68% compared with 57% of other household members) and was especially high among people whose main vehicle was an electric vehicle (EV) (84%) compared with 67% of petrol or diesel drivers and 59% of people who didn't drive a vehicle. EV owners were also more than twice as likely as all other groups to know either a fair amount or a lot of about these types of tariffs (41% compared with 15% of other drivers and 13% of non-drivers).

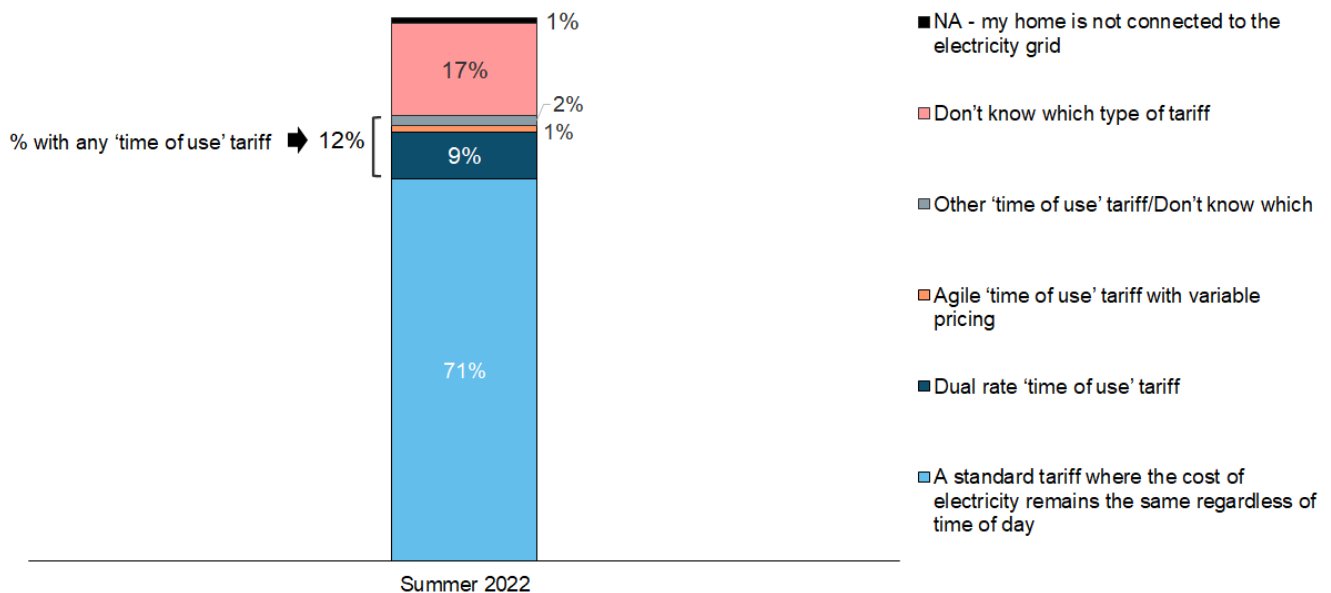


## Types of Electricity Tariff in use

In Summer 2022, most people (71%) reported that their household was on a standard tariff where the cost of electricity remains the same regardless of the time of day, while 12% reported having a 'time of use' tariff that varied by time of day (Figure 6.3). The 12% of people with 'time of use' tariffs comprised 9% on a dual rate tariff, 1% on an agile (dynamic) tariff and the remaining 2% saying they had either another type of 'time of use' tariff or they didn't know the type.

It is of note that 17% did not know their tariff type, rising considerably to 37% among those who were not responsible for making decisions in their households and 47% of those aged under 25.

**Figure 6.3: Current household electricity tariff type (based on all people), Summer 2022**



TARIFFTYPE. As far as you are aware, which type of electricity tariff is your household on?

WHICHTOU. You said that your household is on a tariff that changes depending on the time of use. As far as you are aware, which of the following types of electricity tariff is your household on?

Base: All wave respondents – Summer 2022 (4,485)

Of those who had said they were aware of 'time of use' tariffs (dynamic or non-dynamic), 14% said they were on such a tariff, rising to 26% among those who said they knew a lot or a fair amount about them.

Private renters were slightly more likely to report being on a 'time of use' tariff (15%) compared with owners (11%) and social renters (10%). Prevalence of 'time of use' tariffs was higher in the East (17%) and East Midlands (16%) compared with the North East (6%), North West (9%), London (9%), Scotland (10%), Wales (9%) and Northern Ireland (8%).

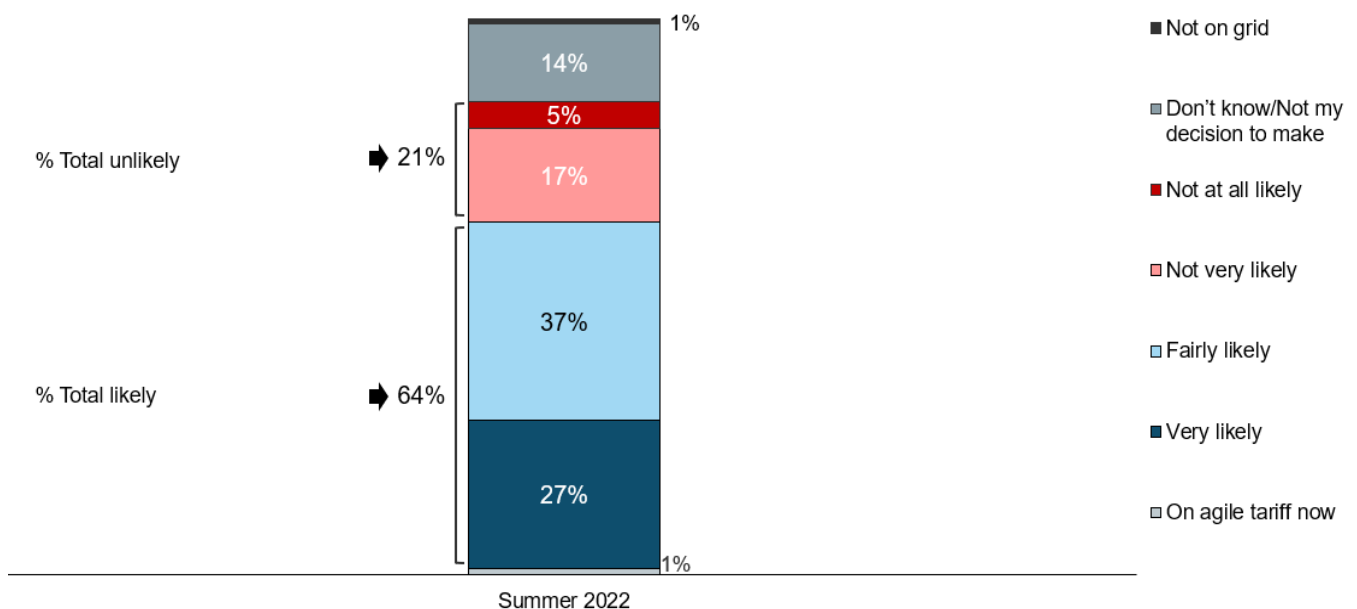
'Time of use' tariffs were also much more likely among EV owners (33% compared with 13% of hybrid owners, 11% of those driving a petrol/diesel car, and 11% of non-drivers).

## Likelihood of switching to a dynamic ‘time of use’ electricity tariff

Based on information provided about dynamic ‘time of use’ electricity tariffs in the survey, respondents were asked about their likelihood of switching to this in the future if the tariff was available to them.

In Summer 2022, in addition to the 1% of people who said they were already on a dynamic tariff, a further 63% said that they would be likely to switch to a dynamic tariff (Figure 6.4), with 27% saying they would be very likely to do so. One in five (21%) said they were not very or not at all likely to switch to a dynamic tariff.

**Figure 6.4: Likelihood of switching to dynamic electricity tariff (based on all people), Summer 2022**



TOUTLIKELY. Thinking again about a ‘time of use’ tariff where pricing varies throughout the day and night (for example every half an hour) to help people save money by using electricity at cheaper times. If this was available to you, how likely would your household be to switch to it?

Base: All wave respondents – Summer 2022 (4,474)

While a smaller proportion of people aged under 25 and over said they were very or fairly likely to switch (45% compared with 66% of those aged over 25), this was largely explained by higher rates of ‘don’t know’ among younger people (35% of those aged 16-24 said this compared with 11% of the over-25s). Older people aged 55 or over were more likely than those aged under 55 to say they would be unlikely to switch to a dynamic tariff (25% compared with 19%).

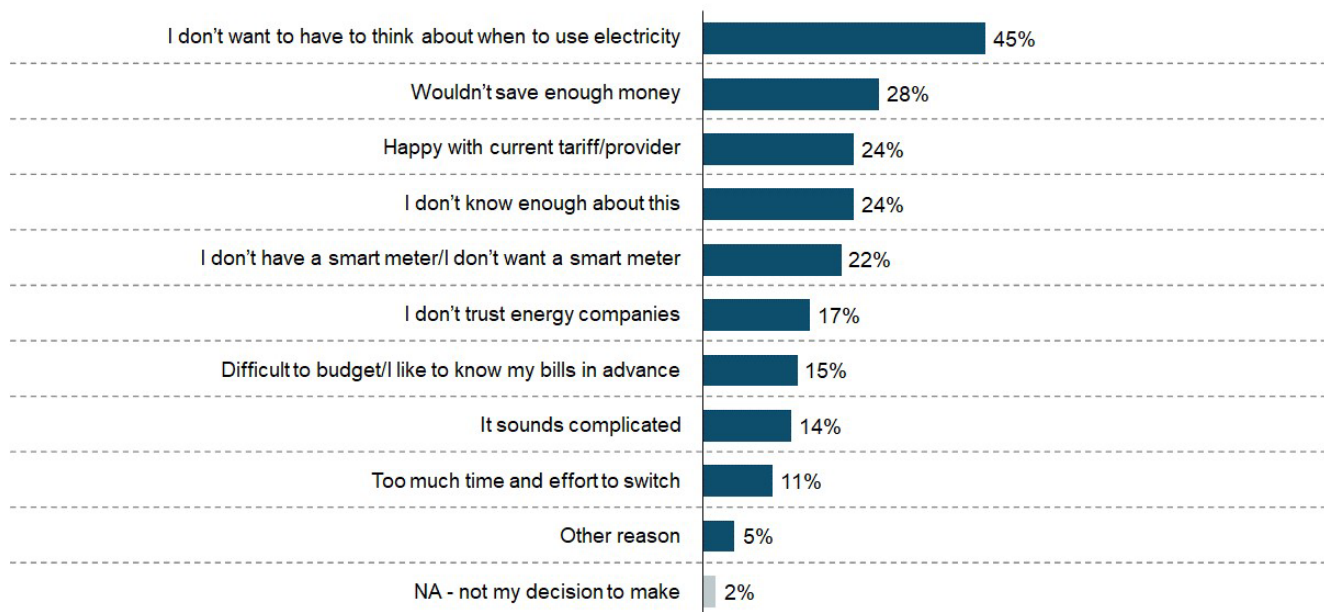
People who were very concerned about climate change were more likely to be open to switching to a dynamic electricity tariff (68% said they would be likely to switch to this compared with 50% who were not concerned about climate change).<sup>2</sup>

<sup>2</sup> All subgroup differences relating to the likelihood of switching to a dynamic electricity tariff have been rebased to all respondents, including those on an agile tariff now or not on the grid.

## Reasons for not wanting to switch to dynamic ‘time of use’ tariff

People who said they were unlikely to move to a dynamic tariff were asked about their reasons for this. In Summer 2022, the main barrier to dynamic tariffs was not wanting to think about when to use electricity (45%) (Figure 6.5). Other barriers, each cited by around a quarter of those unlikely to switch, included not saving enough money (28%), being happy with their current tariff (24%), a lack of knowledge (24%) and not having or wanting a smart meter (22%). Lack of trust of energy companies was a barrier for 17%, with lack of ability to budget a barrier for 15% of this subgroup.

**Figure 6.5: Reasons unlikely to switch to dynamic electricity tariff (based on those unlikely to switch), Summer 2022**



WHYNOTOUT. You said you would be unlikely to switch to a flexible ‘time of use’ tariff. Why is this? Please select all that apply.

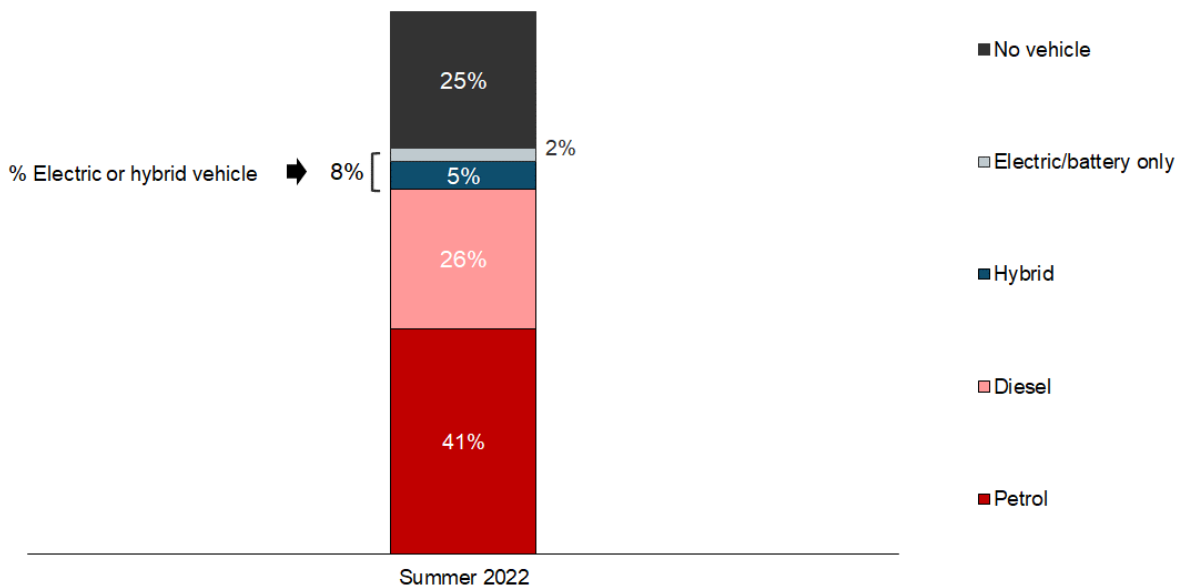
Base: All wave respondents not currently on an agile tariff and unlikely to switch – Summer 2022 (1,002)

# Smart electric vehicle charging

## Vehicle ownership

In Summer 2022, three-quarters of people (75%) said they owned or had regular use of a car or van (Figure 7.1). Based on the vehicle used most often (if more than one), petrol (41%) and diesel (26%) vehicles were most common, while 8% of people had regular use of an electric or hybrid vehicle (EV): 4% non plug-in hybrids, 1% plug-in hybrids and 2% fully electric.

**Figure 7.1: Vehicle ownership (based on all people), Summer 2022**



VEHICOWN. Do you personally own or have regular use of a car or van? Please include any company cars that are also driven for private use. VEHICTYPE. [Thinking about the car or van which you use most often] What type of car or van is this? HYBRIDTYPE. What type of hybrid car or van is this?  
Base: All wave respondents – Summer 2022 (4,483)

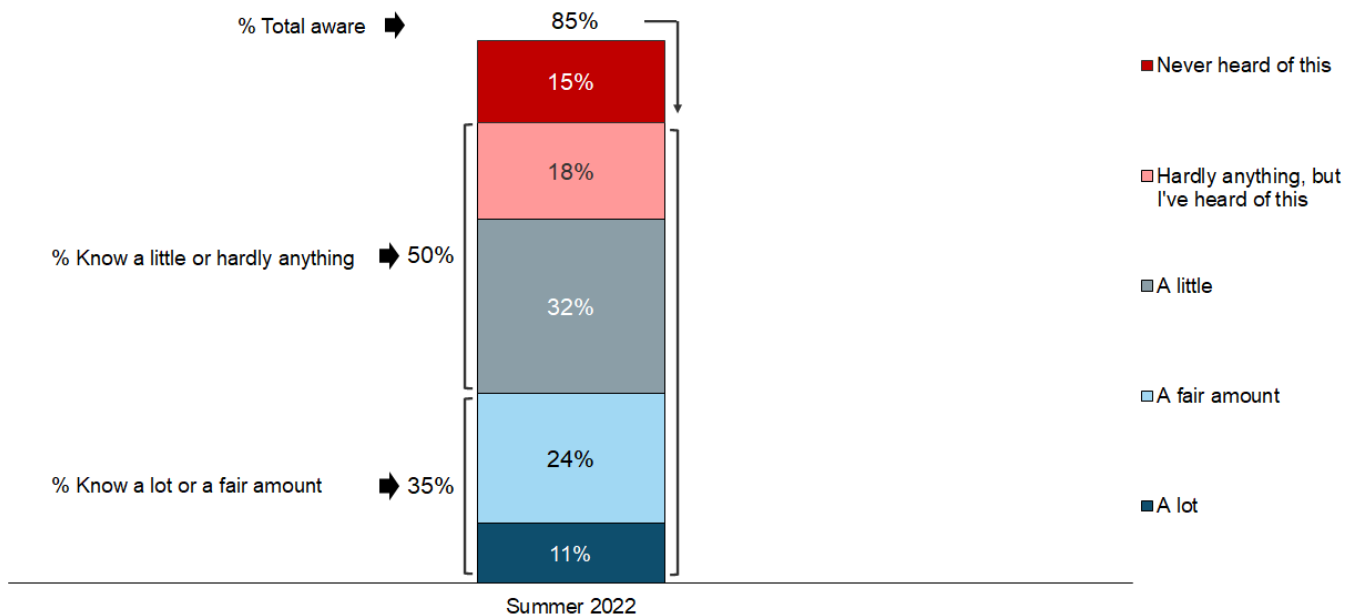
# Awareness of Electric vehicle (EV) smart charging

Respondents were provided with the following explanation about EV smart charging before asking for their awareness of this concept:

*Smart electric vehicle charging is a way of charging an electric vehicle (EV) at times when demand for electricity is lower, for example at night. Charging during these off-peak times can help reduce costs for EV drivers by using cheaper energy rates. It can also help reduce periods of high demand for electricity from the national grid (the system which distributes electricity throughout the country).*

In Summer 2022, 85% of people said they were aware of EV smart charging, although half of people only knew a little or hardly anything (50%). Just over a third (35%) said they knew a lot or a fair amount, while 11% said they knew a lot (Figure 7.2).

**Figure 7.2: Awareness of EV smart charging (based on all people), Summer 2022**



EVSMARTKNOW. Before today, how much, if anything, did you know about the concept of smart electric vehicle charging?

Base: All wave respondents – Summer 2022 (4,466)

Awareness of smart EV charging was higher among car users (87% compared with 79% of non-users). Among vehicle users, the proportion who knew at least fair amount about smart charging was higher for those driving an EV (58%) compared with a hybrid (43%), diesel (38%) or petrol vehicle (34%).

There were differences in both awareness and levels of knowledge by gender and housing tenure. Men were more likely to say they know at least a fair amount (41%, compared with 29% of women), as were private renters (42% compared with 35% of those in owner-occupier households and 27% of social renters). People aged 65 or over were least likely to know at least a fair amount about smart EV charging (22% compared with 39% of people aged under 65).

# Energy smart appliances

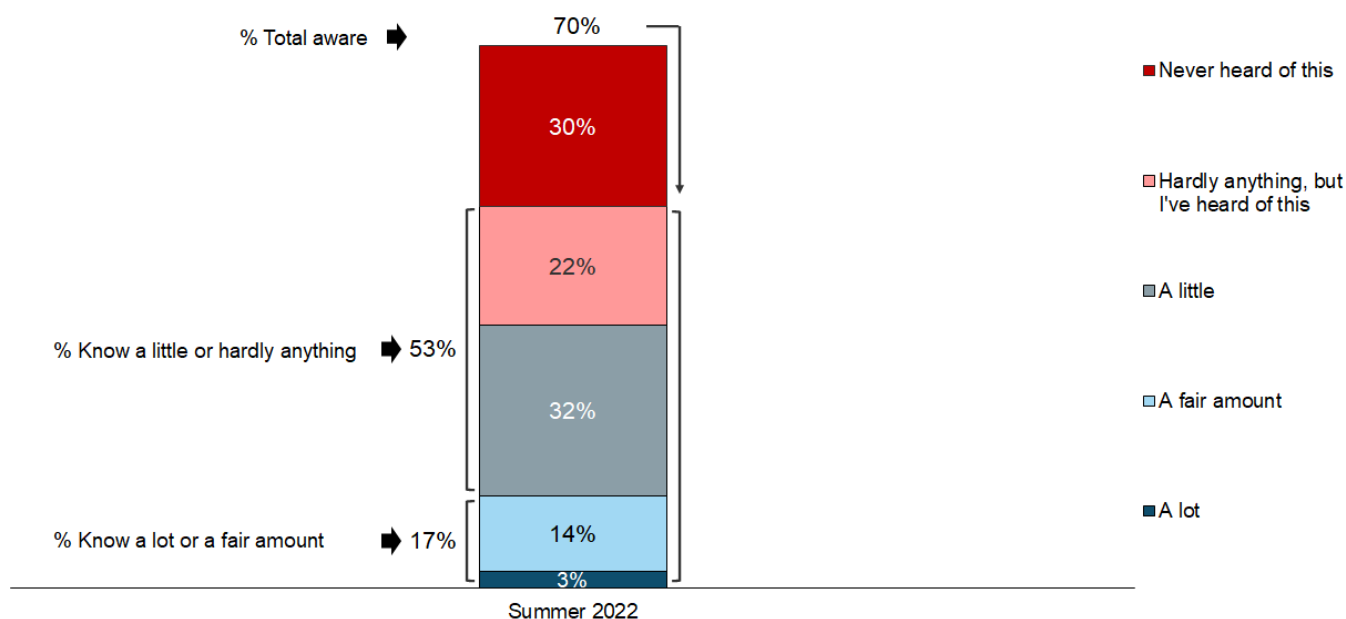
## Awareness of energy smart appliances

Respondents were provided with the following explanation about energy smart appliances before asking for their awareness of these:

*New types of so-called 'energy-smart' appliances are becoming available. An energy smart appliance (for example washing machine, dishwasher) is a particular type of smart appliance which works with your smart meter and allows your energy supplier to run it at the cheapest times. If it suits you, you could still decide to run your appliance at another time. This will help people reduce their energy bills by changing the way in which they manage their household energy use.*

In Summer 2022, 70% of people said they were aware of energy smart appliances although over half of people (53%) knew only a little or hardly anything (Figure 8.1). Only 3% said they knew a lot about energy smart appliances with 17% saying they knew at least a fair amount.

**Figure 8.1: Awareness of energy smart appliances (based on all people), Summer 2022**



SMAPPKNOW. Before today, how much, if anything, did you know about these types of energy smart appliances?

Base: All wave respondents – Summer 2022 (4,486)

There were differences in the level of awareness and knowledge of energy smart appliances by age and gender. For example, men were more likely to say they were aware of energy smart appliances (74% compared with 67% of women) as were people aged under 45 (76%, compared with 70% of those aged 45 to 64 and 59% of those aged 65 and over).

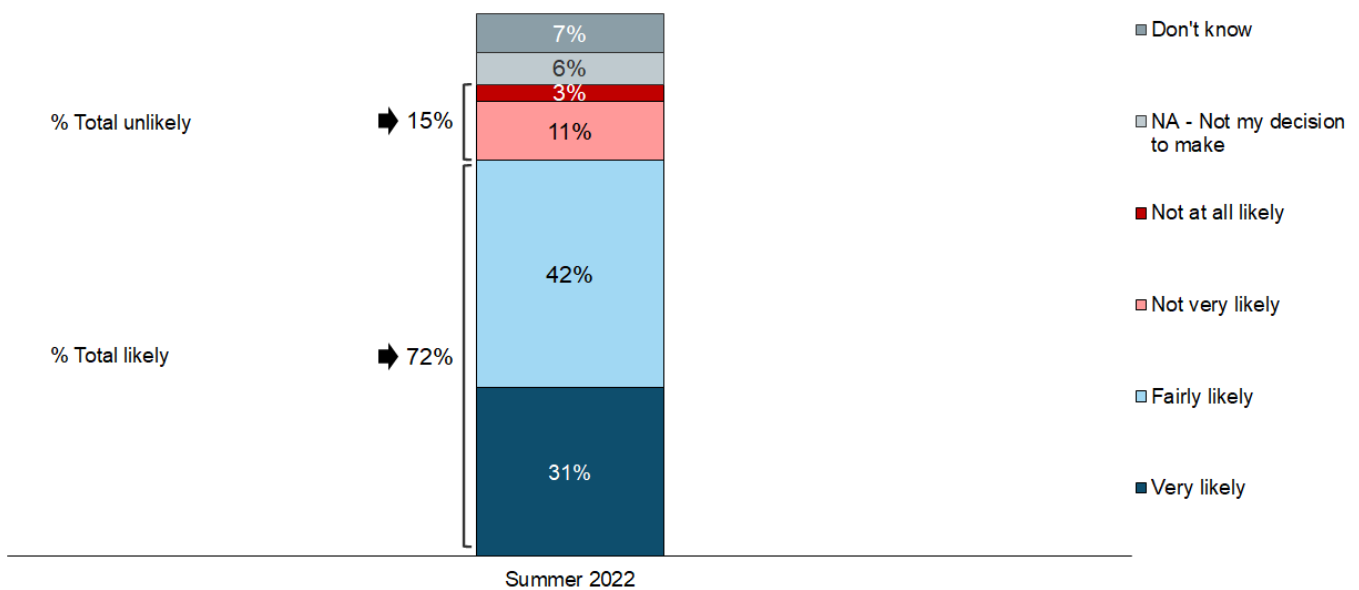
Private renters were more likely to be aware of these appliances (76%) compared to those living in owner-occupier households (69%). Awareness was also higher in households with more than one adult (72%, compared with 64% of single-adult households) and in households with children (75%, compared with 68% of households with no children).

## Likelihood of purchasing energy smart appliances

In Summer 2022, based on the description provided within the survey, 72% of people said they would be likely to purchase energy smart appliances next time they needed to buy or replace an appliance to help reduce their energy bills (Figure 8.2), with 31% saying they were very likely to do so. Relatively few (15%) said they would be unlikely to make such a purchase.

Among those who classed themselves as the sole or joint household decision maker, 76% said they were likely to make such a purchase, which compares to 59% of non-household decision makers.

**Figure 8.2: Likelihood of purchasing energy smart appliances (based on all people), Summer 2022**



SMAPPLIKELY. Thinking about when you next need to buy or replace an appliance (for example washing machine, dishwasher), how likely would you be to purchase an energy smart appliance like this to help reduce the cost of your household's energy bills?

Base: All wave respondents – Summer 2022 (4,488)

People aged 35 and over were more likely to say they were very likely to buy an energy smart appliance (34%, compared with 28% of those aged 25 to 34 and 16% of under-25s).

A greater proportion of people living in households with a smart meter said they were very likely to purchase an energy smart appliance (36%, compared with 28% in other households).



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