

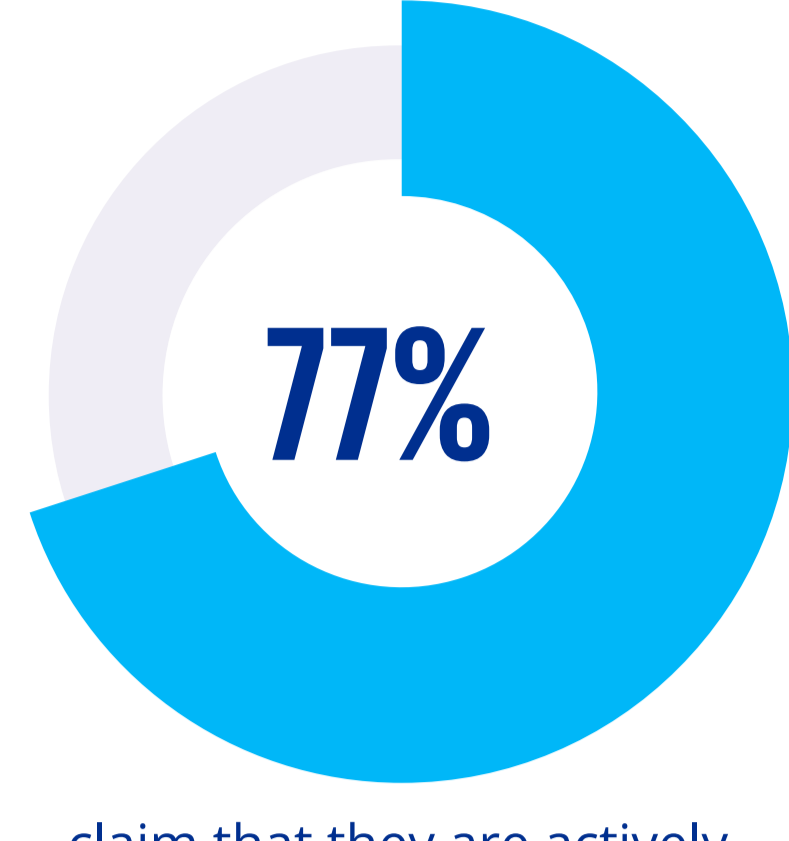
# Energy and natural resources: consumer pulse

Edition 2

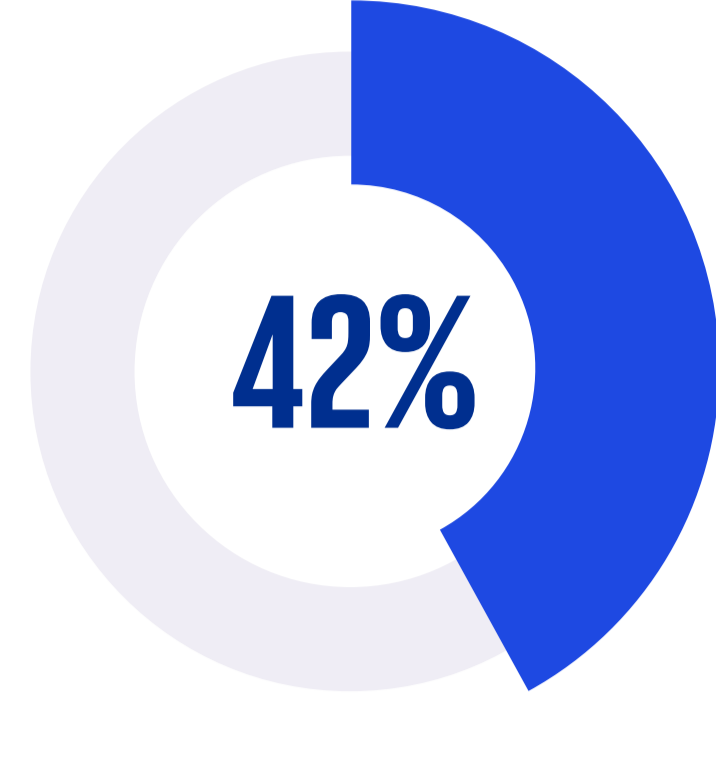


Consumers are increasingly interested in longer term energy saving measures, as they continue to prioritise saving energy.

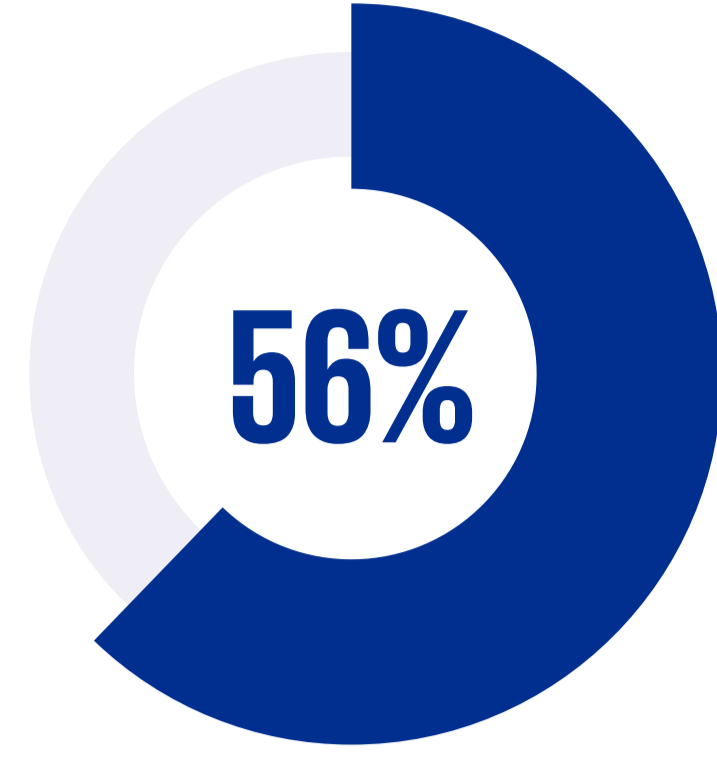
### At a glance:



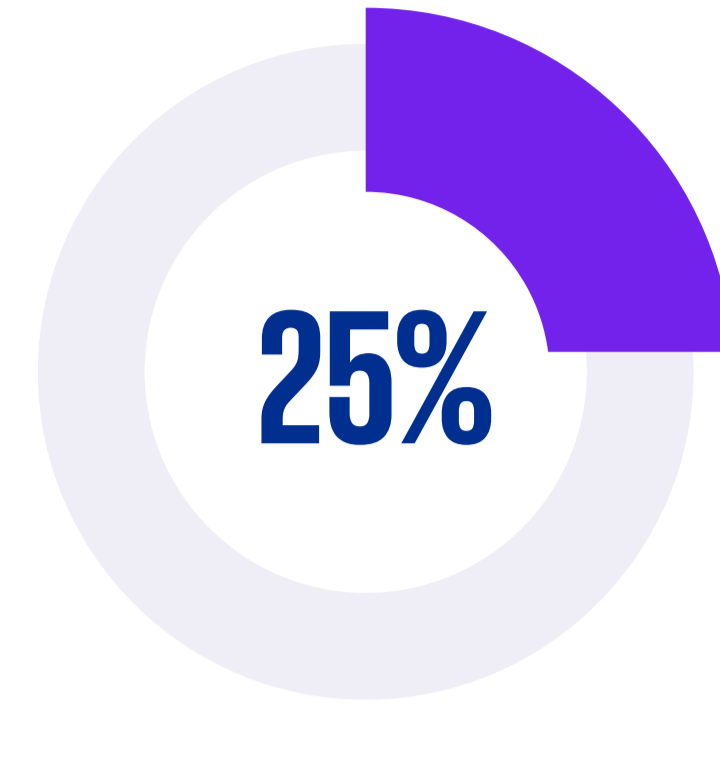
claim that they are actively trying to save energy in their home, compared to recent years.



of bill payers felt that their energy costs were higher than they expected over the summer.



of bill payers had to reduce their non-essential spending due to the rise in their essential bills like energy.



reduced spending elsewhere to help manage their energy costs over the summer.

### How can energy businesses support during this time?

With this challenging environment, how do energy businesses keep the lights on and bills down while supporting their customers:

<p><b>Educate on cost efficiency and saving</b></p> <p>The most successful energy providers exhibit a large focus on helping their customers make the most of their money and provide assistance when needed.</p>	<p><b>Be customer-centric</b></p> <p>In these times of uncertainty understanding consumer trends and sentiments will be critical to be able to deliver great customer experiences and increase satisfaction.</p>	<p><b>Digitise your business</b></p> <p>Customers seek a seamless digital experience and additional value from every transaction. This is accelerating change at a fast pace therefore it is important to harness technology to ensure a smooth experience fit for the digital age.</p>	<p><b>Showcase strong values and energy transition commitments</b></p> <p>Investing in renewables and other green energy solutions isn't just the right thing to do. People want to work for, buy from and invest in "good" companies. Focus on measuring social impact to ensure it is making a difference to those that need it most.</p>
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### Consumers are focused on improving the energy efficiency of their homes



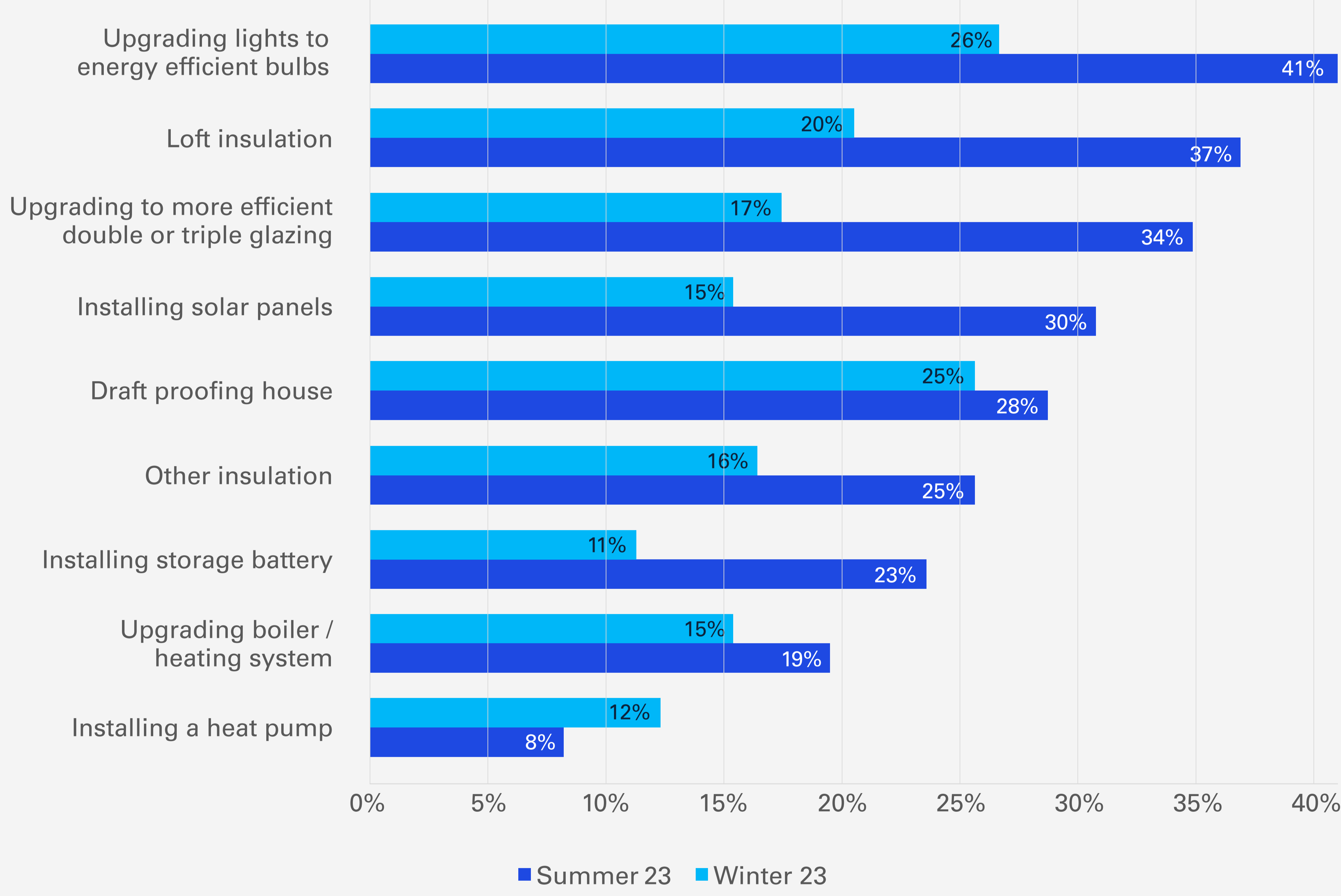
### Top 3 changes people made to save energy in their homes

<p>Switching of the lights</p> <p>59%</p>	<p>Turning off or unplugging appliances when not in use</p> <p>46%</p>	<p>Heating their home for only limited hours</p> <p>44%</p>
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### What measures are consumers planning to improve energy efficiency in their home?

<p>41%</p> <p>Planning to upgrade to LED lighting</p>	<p>37%</p> <p>loft insulation</p>
<p>34%</p> <p>Planning to upgrade to double glazing</p>	<p>28%</p> <p>draft proofing house</p>

### What were consumers planning to do vs. what they actually did



(c) OnePoll 2023; Total sample; base n = 1024; total n = 3000; 1976 missing

Please feel free to get in touch with one of our experts to see how we can support your business and consumers save energy in their homes.

### Contact



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\*Total sample size was 3,015 UK adults, of which 2,877 classed themselves as billpayers.

\*\*Fieldwork was undertaken between 1st - 12th September 2023. The survey was carried out online. OnePoll are members of the British Polling Council. This research has been conducted, weighted and reported in line with BPC standards.

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