



# Needs and experiences of domestic heat network consumers

## Qualitative research



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# Foreword

- The Energy Act 2023 named Ofgem as the Regulator for heat networks. The heat network sector is diverse, with an estimated over 14,000 networks ranging from small blocks of flats to large district heating systems, from large social housing schemes through to small private landlords, using a range of technologies such as gas boilers, biomass and heat pumps.
- In January 2026, we launched new consumer protection rules to start regulating the heat networks sector in Great Britain. This is a major milestone that will, over time, change how these services operate, putting consumers at the heart of everything they do.
- It is therefore essential that we understand what is important for heat network consumers. Ofgem has commissioned its first piece of research with consumers on heat networks, adding to an existing body of evidence <sup>1</sup>. The case studies and user needs developed as part of this research will help us keep consumers' perspectives front of mind as we continue to develop and keep the regulatory framework under review.



*Helena Charlton, Director of Heat Networks*

<sup>1</sup> [Heat network consumer and operator survey \(2022\) - GOV.UK](#) The Social Agency (2025). [Understanding the experience of heat network consumers](#). London: Citizens Advice.

# Objectives & methodology

Qualitative research was chosen to understand the **range and depth** of experiences, the ‘why’ and ‘how’ behind consumer behaviours. This means the report is **illustrative** rather than statistically representative.

The high-level aims of the research were to:

-  Develop an **understanding** of the heat networks domestic **consumer experience**.
-  Understand their **needs and wants**, including when it comes to **billing information**.

More detailed information on sampling and methodology is available in Annex A.

60-minute **depth interviews** were conducted through online video call or telephone with:



**34 domestic consumers** from across Great Britain, **reflecting the diversity of consumers on heat networks** as best as possible.



A range of ages, socio-economic backgrounds and circumstances.



A range of heat networks operated by different types of organisations.

# Heat networks context

Heat networks share a **common underlying principle**: they use a central source, rather than individual boilers, to heat multiple properties. However, their **operational models vary**.



## There are different types

- **Communal heating** supplies multiple homes in a single building
- **District heating** supplies more than one building.



## Run by different organisations

- Facility management companies
- Energy Services companies
- Housing Associations
- Landlords
- Local Authorities.



## With different levels of control

- This ranges from control over property temperature among participants range from **multiple thermostats** in the home, to **no ability** to set temperature.



## With different billing formats

- This ranges from **separate heating bills** with usage and costs, to heating costs combined with rent/service charge.



## Different points of contact

- The organisations running the network
- Property developers
- On-site staff (e.g. concierge)
- Third party billing providers.

# Key findings



## Awareness & Expectations

- Most participants had never lived in a property on a heat network before. Their initial understanding of what being on a heat network entailed was very low.
- Participants were typically told heat networks would be cheaper and lower hassle, shaping initial expectations.
- Many only later realise they cannot switch supplier; lack of transparency and control drives negative views, even among satisfied participants.



## Reliability

- Participants expect a consistently reliable heat supply.
- Experiences vary, but outages are a defining issue. Compared to traditional boilers, outages feel more disruptive and harder to resolve.



## Affordability

- Views are mixed and highly contextual:
  - positive when costs are predictable, stable, and perceived as lower than alternatives
  - negative when costs are unpredictable, rising sharply, or poorly explained.



## Consumer experience of issue resolution

- When experiencing issues with their heat network, participants report more complex customer journeys, especially when more than one organisation is involved.
- Participants report slower response times and poorer service than gas and electricity suppliers.
- There is currently limited awareness of escalation routes (e.g. Ombudsman) and eligibility rules for compensation.



## Billing information

- Participants receiving bills have access to more detailed billing information than those on pre-payment meters or paying for their heat through the service charge.
- Billing transparency has been identified as a key user need, enabling consumers to potentially reduce their costs and building trust in the system.



# Awareness & expectations

What participants knew about heat networks when moving into their home and their expectations

# Most participants were new to being on a heat network. Some who had negative experiences said they would avoid them in future.

“I got a welcome pack...I might have been given a leaflet about it, but there was so much going...”

Male, 40-49, district heating

In general, participants:



Recalled knowing when they moved in the heating would **work differently**



Some **homeowners** said they found this out **after** non-refundable deposits



Were **told** at the time this would **be cheaper** than being on a gas boiler



Strongly emphasised by participants on **prepayment meters**



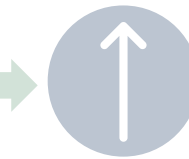
Are aware of who they **pay** for their heating...



For **new builds**, this can **change** (can initially be property developer)



...but can find it **unclear who to go to for what** when things go wrong.



Reported **more** by those on **Housing Association** and **FMC\*** run networks.

# Participants typically compared their heat network service to the service they get from their electricity supplier, often citing there is less transparency and control on a heat network.



## Transparency

“I never knew anything. I don’t even know if I can switch”

Female, 40-49, communal heating

“We have no way of knowing how much gas is being used to heat the hot water that we use”

Male, 60-64, unknown heat network type

“I’d like to know how much I’m actually using”

Female, 65+, communal heating

“If we need to call someone out, I don't know who I would contact”

Female, 40-49, district heating

“It’s confusing and frustrating”

Male, 30-39, district heating



## Control

“We have no opt out of this system”

Male, 60-64, communal heating

“The most frustrating part is that, if I had an issue with a service say electricity, you can go...look for another provider...but this is not decided by us...there is not consideration of tenants' interests”

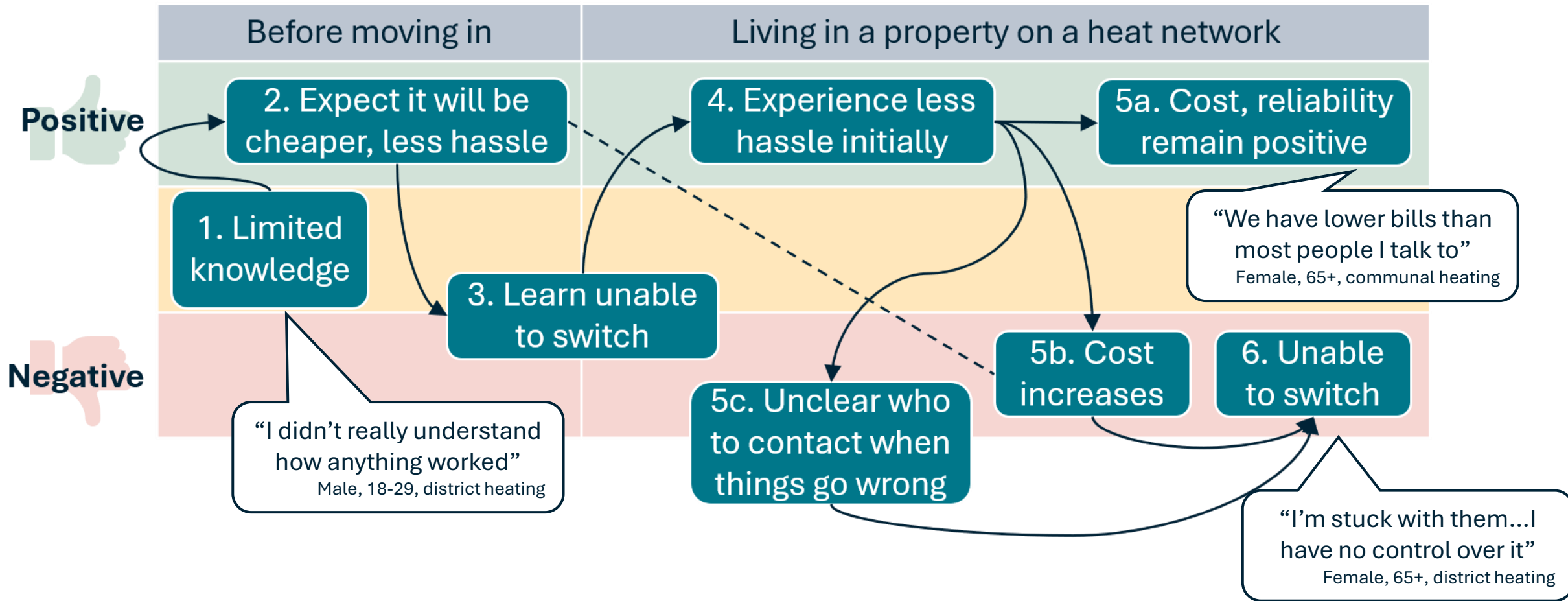
Female, 30-39, district heating

“The fact of being locked into a system is not necessarily a deal breaker. If there was a way to review the estimates and have your voices heard or have a voting system where the owners of the houses have a say (on fuel supply/costs).”

Male, 30-39, district heating

# How expectations shape experience

The visual below shows how participants' initial awareness and expectations sometimes shaped their **level of satisfaction** as they experience living on a heat network.



## Case study

# How initial expectations differ from reality

### Hussam\*

Hussam is on district heating operated by a facility management company. When moving in, he was told it would be **less expensive**, and he **wouldn't have to worry** about maintaining a boiler.



### Hussam's experience

He recalls being given some basic information about the benefits – **lower cost** and **less hassle**. He likes the concept of heat networks but his experience means he'd be **very hesitant** to move into a property with this again.

It was cheaper at the start, but is no longer cheaper than a “normal” heating system as

his bill **quadrupled** last year. He is experiencing **reliability issues** with his heating and is frustrated that nobody is taking ownership to get the issues fixed.

“This is the thing; we get passed around and around...there's no accountability.”



# Experiences of being on a heat network

# Participants expect reliable heating and hot water, similar to a gas/electric boiler; when this is met, they recognise several benefits:



**Hassle-free**, i.e. one less provider to worry about and not being responsible for maintenance



They can be **cheaper** than a gas/electric boiler, although might be down to a well-insulated property



Perception that they are **safe** as there are no gas pipes involved



Having one communal boiler is more **efficient** and therefore environmentally friendly, although this is less of a priority

“Well, I suppose there's less to go wrong, you know, individually. And you don't have to worry about different bills coming in on top of your water and electricity.”

Female, 65+,  
communal heating

“I do quite like that there aren't loads of gas pipes all around me because you see these things in the news where houses are blown up or this leak has happened and someone died.”

Male, 40-49,  
district heating

“It's good for the environment as well. But I think people think more about their pockets than the environment.”

Male, 40-49,  
district heating

## Case study

# A positive experience of being on a heat network

### Laura\*

Laura rents her flat from a housing association. She lives there with her two children. The flat is on communal heating. It's a new build, she assumes the heat network is also quite recent. She pays for her heat via pre-payment meter.



### Laura's experience

She's never experienced any supply issues in the four years in the property. Ideally, she'd like to have more control over the hot water temperature, it tends to be too hot in the kitchen and not as hot in the bathroom.

She feels the heat is affordable, and being on a pre-payment meter helps her

keep on top of her payments. She's contacted the housing association a couple of times and they've been very responsive.

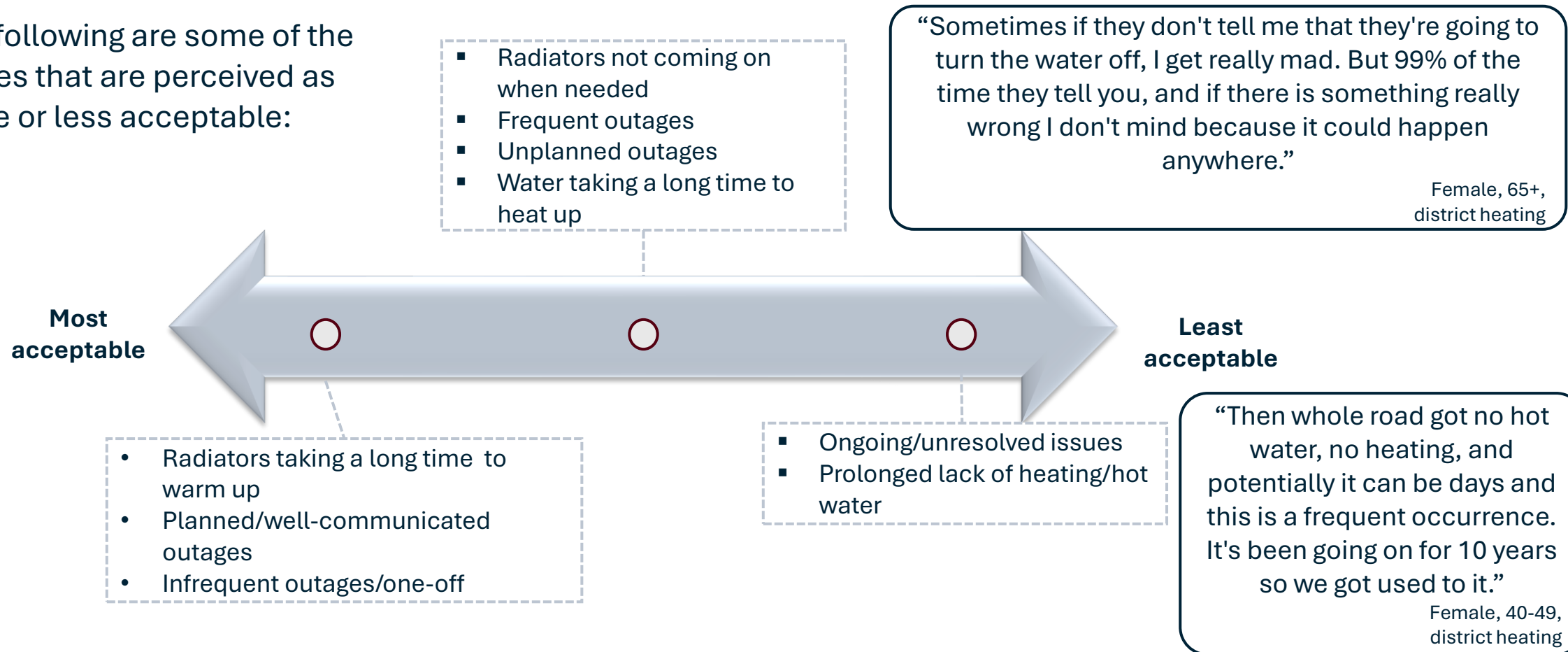
"You get through to them quite quickly. It's not like you have to wait forever like with my electricity supplier."

\*Not participant's real name

**Reliability**

# Although some participants have positive experiences, heating outages are well documented on heat networks. Frequent, unplanned, or unresolved issues are a key difference from traditional boiler systems.

The following are some of the issues that are perceived as more or less acceptable:



# Participants are often unclear on the causes of supply issues. Persistent heating and hot water outages can lead to financial strain and damage trust in heat networks.

## Potential causes

- Commonly mentioned issues are clogged strainers and filters
- Some participants put outages down to lack of maintenance and cost-cutting measures on the supplier's part (e.g. small radiators, filters not being replaced)

“Every winter we have a problem where the filters get clogged because it's so old.”

Female, 40-49,  
district heating

## Impact

- Increased electricity costs to run alternative forms of heating (e.g., fan heaters)
- Greater impact for those spending more time at home (work from home; homebound for medical reasons)
- Increasing distrust in heat networks

“It wasn't too bad for me because I could nip over and go swimming and have a shower, but my husband couldn't as he's homebound. He's like wandering around the flat with kettles of hot water which is not ideal, you know?”

Female, 65+,  
district heating

# Case study

## Negative experience of reliability

### John\*

John rents from a Housing Association that runs the heat network. He is on disability benefits, has **poor mental health** and has a **medical condition that requires** his home to be warm.



### John's experience

In 2020, his building moved from gas to communal heating and since then his **radiators have not been generating enough heat** and his **hot water supply has been inconsistent**. The engineers can't find a permanent resolution.

He has not made a complaint but some of his neighbours

are taking this up with the Housing Association. To keep warm, John bought portable electric heaters, which have a **negative financial impact** on him.

"I had £300 debt...in the last winter and this is with the Warm Home Discount taken off."

**Affordability**

# Views on affordability of heat networks are very mixed, moderated by a combination of perceptions, personal circumstances and how suppliers administer heat costs.



Participants think they pay a fair price for their heat when:

Costs increase marginally year-on-year, in line with inflation rates. This is more predictable

Price increases are communicated with enough notice

“Of course it's subject to change at any given moment if the landlady herself can increase invoices, but we are given a 30 days notice period, when we can maybe go back and say I don't really agree with the increase so and so.”

Female, 30-39, district heating

They perceive their heat costs to be lower than in previous properties not on a heat network

Heat costs didn't increase during the energy crisis (vs big increases for those on gas boilers)

“It's cheap, but I don't actually know whether it's cheaper, or whether it's because of how my apartment is or because I just consume less.”

Male, 30-39, communal heating

In metered properties, participants value the ability to make energy savings if needed. There is no incentive to do so in unmetered properties as costs are not linked to consumption

“I see what I'm spending, and I try to keep my bills constant. I'm a pensioner now, so I've got to be vigilant.”

Male, 65+, communal heating



# Unpredictable price increases concern all participants, even those who are not financially vulnerable.



Participants think they pay an unfair price for their heat when:

Heat charges rise sharply, often due to network upgrade costs passed on or non-competitive fuel procurement

They become aware that the market is not as regulated as gas & electricity (e.g. no price cap)

Price increases are not communicated well in advance

They face 'unnecessary' extra costs because of a poorly performing heating system (e.g. having to run portable heaters)

Their initial expectations of a more efficient/cheaper heating system don't meet reality

"The minute the gas price changes, it will all be lumped in (the heat bill) with no protection."

Male, 30-39+, district heating

Two compounding factors worsen participants' views on affordability:



Lack of transparency: not being told why costs are going up; why standing charges are being increased or how heat costs are distributed among residents



Lack of control: not being able to change supplier/shop around

## Case study

### Negative experience of affordability

#### Samira\*

Samira is on district heating operated by her local authority. The property is currently unmetered, and the network has been operating since the '80s. She doesn't normally struggle to pay her bills.



#### Samira's experience

Her heat costs have gone up in the last three years, they're approx. £1,400/year in 2025, vs £900/year in 2022.

Her heat costs are not based on consumption, she pays the same as someone with a bigger property.

Meters will be installed soon. She's been told each property will likely have to contribute £4,200 each over the next

“It's just unfair charging people for other people's usage”

year, but it is still unclear how much of it she's expected to cover. She understands that only leaseholders will have to pay for the meter installation, it's not expected of council tenants.



**Consumer experience of issue resolution**

# Issues on heat networks create extra pain points, particularly for consumers dealing with more than one organisation.

Factors unique to heat networks that contribute to negative experiences with customer service:



## Before contacting the supplier

Lack of clarity on whom to contact (when more than one organisation is involved)

Perception that issues will be handled/resolved quicker if more than one property is affected: participants feel the need to find out how wide the issue is

“You've probably got like 100 people calling to get this fixed, and they've got certain criteria. So if it's one person ringing, it's not counted as an emergency.”

Female, 40-49, district heating



## When contacting the supplier

Speed of response and communications by heat network suppliers are generally not deemed as good as those of gas & electricity suppliers, who are perceived to be more responsive. This can be down to the nature of heat network suppliers, with smaller resources and different ways of handling issues (e.g. reliance on third party engineers)

“All the experiences (with heat network supplier) have been long. You have to wait 45 minutes on the phone and then they say something about 5-7 working days for them to come out. OVO don't take 45 minutes to answer the phone.”

Female, 30-39, communal heating

# Among those who raise a complaint, slow complaint resolution creates poor experiences and discourages future complaints. This is particularly true for vulnerable consumers.

Very low awareness of how complaints can be escalated beyond the supplier: participants are not aware of the role of the Ombudsman

Frequent outages make repeated complaints feel burdensome for consumers

Long resolution times deter complaints and push consumers to seek alternatives (e.g. portable heaters)

“Well, you'll be held on the phone for an hour. Then they'll cut you off and you've got to leave a voicemail and then nobody gets back to you. So you've got to go in person, travel to your local housing officer and complain and say I need this sorting out.”

Male, 65+, communal heating, no access to internet

“At the beginning I just left it because I have an electric heater. But after a while I called my landlord, they weren't being helpful. It's a nightmare, I need the heat, I have children and one of them has asthma.”

Female, 30-39, communal heating

“It's difficult for me (to make a complaint) because of my mental health problems. I struggle with it and end up backing out of it”

Male, 60-64, communal heating

# Those qualifying for compensation usually have to request it, despite some expectation that it should be automatic for recurring issues.

Participants are not aware of the rules around compensation (e.g. when they qualify, the amount they are entitled to)

Some participants have reported inconsistencies in supplier compensation practices, with different compensation rules depending on whether:

- One vs multiple properties affected
- Planned vs unplanned outages

Automatic compensation would be welcomed by participants who have been experiencing recurring issues.

“The process wasn’t really communicated to me. I went online, I thought something was wrong. And then I got the compensation that you know was just deserved. But there was no kind of official notifications or messages about that.”

Male, 18-29, district heating

“When they came and replaced all the boilers it affected everybody in the block. We all got some compensation. But once it was just us and they didn’t do anything...even a bit towards the electric bill would have been nice.”

Female, 65+, communal heating

“Not easy – you have to email dates, give evidence etc so it’s burdensome. If they are aware, then once it’s fixed they should follow up saying we fixed it, and this is how much money you owe us ”

Male, 18-29, district heating



# Billing information

# Limited access to usage data and unclear charges leave participants on prepayment meters and paying for heat through the service charge less able to identify billing errors.

Information participants report receiving:

## In receipt of bills

- ✓ Separate heat and hot water charges
- ✓ Breakdown of unit rates and standing charges
- ✓ Consumption data for that period
- ✓ Comparisons to previous periods
- ✓ Meter readings (for those on metered properties)
- ✓ Frequent information (e.g. monthly for paper bills, daily/weekly with apps and online portals)

## On Prepayment meters

- ✓ Credit topped up
- ✓ Credit still available ('days left')

## Paying through Service Charge

- ✓ Heat and hot water charges, either combined or separate

“So we don't know if we're paying the right amount or not. They could wisely put a few quid extra on top of it just to get a little bit of money extra themselves”.

Male, 60-64, unknown type of HN, paying through service charge

Some participants admitted **not** engaging with all the information on their bills/apps, either because it's deemed too complex or unnecessary

“They do give you what you have used for that period...as long as my reading is correct it's fine”

Female, 65+, district heating, in receipt of bills



**User needs**

# Developing user needs

- User needs are the needs that a user has of a service, and which that service should satisfy for the user to get the right outcome for them.
- We have identified a number of user needs that can be considered when developing further policy.
- User needs are independent of any solution.
- To note: the user needs identified through this research were developed before the launch of regulations in the heat network sector.

User needs are usually written in this format:

- As a... [which type of user has this need?]
- I need/want/expect to... [what does the user want to do?]
- So that... [why does the user want to do this?]

# User needs: Moving into a property on a heat network



## Overarching user need

As someone who is considering moving into a property on a heat network...  
I need to know what it means for me, so I can make an informed choice

As someone who is considering moving into a property on a heat network...

- ... I need to know that I will be unable to switch provider, so that I can make an informed decision
- ... I need to know what price protections are in place on heat networks, so that I can make an informed choice
- ... I need to know what the benefits are of being on a heat network, so that I can make an informed choice
- ... I need to understand how costs are split between tenants/leaseholders, so that I know I'm charged a fair price

# User needs - Affordability



## Overarching user need

As someone on a heat network... I need to receive early notice of any future price increases or one-off expenses, so that I can manage these increases

As someone on a heat network...

... I need to be told why heat costs are going up, so that I am reassured I'm paying a fair price  
... I need to be told why heat costs are going up, so that I can query it with the supplier before being charged  
... I need to be given plenty of notice of any future price increases or one-off expenses, so that I can start saving up  
... I need to be given plenty of notice of any future price increases or one-off expenses, so that I can seek help if I can't afford these extra costs

As someone on a heat network struggling to pay for my heat costs...

... I need to know which organisations can give me advice, so that I can stay on top of my bills

As someone on a heat network who has fallen behind on my bills...

... I need to know which organisations can give me advice, so that I can repay my debt as early as possible

# User needs – Billing information



## Overarching user need

As someone on a heat network... I need a bill/summary statement showing a breakdown of my heating charges, so that I know what I'm paying for my heating

As someone on a heat network...

... I need a bill/summary statement showing how much heat I'm using, so that I can check whether I'm paying the right amount  
... I need a bill/summary statement showing a breakdown of my heating charges, so that I can understand what is driving my costs up  
... I need to receive bills at the frequency that suits me, so that I can better understand how much heat I'm using

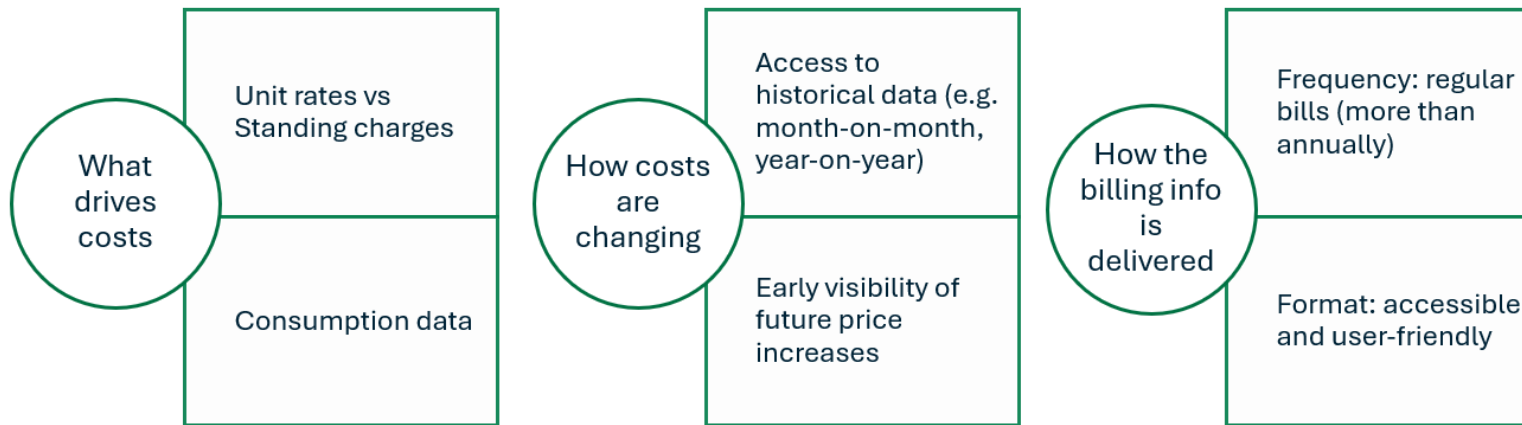
As someone who pays for heat through the service charge...

... I need to know how much of the total charge is for my heat, so I am able to challenge any price increases

# User needs: Why billing information matters

Participants highlighted a number of needs in relation to billing information.

These needs were more acute among customers on prepayment meters and currently paying for their heat as part of their service charge



“kWh don’t mean much to me. My water provider uses emojis on their bills (to flag if usage is going up or down)...I may sound like a child but that’s more useful to me ”  
Male, 30-39, district heating, on prepayment meter

**Consumer outcomes enabled by better billing information**

Understanding costs in order to reduce bills (affordability)

Being able to interrogate bills and spot inaccuracies

Being able to budget if costs are going up

Trust in heat networks

Understanding costs in order to reduce usage (motivated by environmental concerns)

“I’d like to see how much these things cost me. You know, like one day I’m using the blow dryer all day so maybe I can cut down on using that and find a better alternative that can save me money.”

Female, 40-49, communal heating, on prepayment meter

“Even quarterly would be better than now (yearly). If you’re not getting a bill, you’re not aware if you’re being more energy efficient – it can help you save money.”

Female, 30-39, district heating, paying through service charge

# User needs – Reliability & Customer service



## Overarching user need

As someone on a heat network... I need to have consistent supply of heat, so that I can live my life comfortably

As someone on a heat network...

...I need to be notified of any planned supply interruptions, so that I can come up with alternative plans

As someone on a heat network experiencing a supply interruption...

... I need to know when my supply will be back up, so that I can plan my daily/weekly activities  
... I need to know who is responsible for getting the supply back up, so that I can contact them ASAP to resolve the issue  
... I need to know how the supplier plans to manage the supply interruption, so that the inconvenience is reduced

As someone on a heat network contacting a supplier regarding a supply issue...

...I need to get a prompt response, so that I am reassured that I'll have my supply back up soon

As someone who is in vulnerable circumstances experiencing a supply interruption...

...I need supply issues to be resolved as soon as possible, so that they don't worsen my circumstances

# User needs – Consumer protection



As someone on a heat network experiencing issues not being addressed by the supplier/billing agent...

...I need to know what escalation routes are available, so that I can get a resolution

As someone in vulnerable circumstances...

... I need my supplier to be aware of my circumstances, so that they can meet my needs

As someone on a heat network experiencing issues (broader than supply issues)...

... I need to know when I'm entitled to compensation, so that I can make sure I get compensated  
... I need to know how to request compensation, so that I can make sure I get compensated

As someone who is entitled to compensation...

...I need the process to be easy, so that it isn't a hassle for me



# Annexes

# Annex A: Recruitment and sampling

- Recruitment of heat network consumers is challenging as they are a very low incidence group (approx. 2% of energy consumers) and there is a lack of an up-to-date repository of where heat networks are located in GB
- We sought to recruit individuals living on a heat network, solely or jointly responsible for paying for their heat and willing to take part in an hour-long interview.
- **Thirty-four participants** took part in the research. **Two recruitment strategies** were put in place:
  1. A recruitment agency (Taylor McKenzie) asked their existing **panel** of research participants whether they lived in a property on a heat network. Those who responded positively (approx. 60), were then contacted by the recruitment agency to run through screening questions to ensure that we reached a mix of heat network consumers. **Eleven participants** were recruited via this method.
  2. **Postal recruitment** using the Energy Performance Certificate dataset as a sampling framework, for both England and Wales, and Scotland. The advantage of this database is that it correctly identifies properties on a heat network (labelled as ‘community scheme’), it provides a full postal address for each household and is publicly available. The main downside of the EPC dataset is that it only covers properties that have either been sold, rented or registered since 2018 (approx. 60% of properties).
    1. Ofgem researchers used desk research and ONS Census data on heating to identify areas with higher prevalence of heat networks.
    2. Eight locations were selected and the total number of letters sent was split across these 8 locations (see table overleaf). Greater London was not included as 9 of the 11 participants recruited via the research panel were based in London.
    3. **Twenty-three participants** were recruited via postal mailout, with a total **response rate of 1.4% which is low.**

# Annex A: Recruitment and sampling (continued)

- **Quotas** were monitored throughout the project for a number of criteria: housing tenure, participant’s age, presence of children under 5, whether people struggle to pay for their heat bills, satisfaction with the heat network, billing arrangements, digital confidence and socio-economic grade.
- All interview participants who completed the interview were offered an **incentive** of £50 to thank them for their time.
- Participants had the option to be interviewed either by **online video call** or via **telephone**.
- The interviews lasted up to **one hour** and were run by an Ofgem researcher alongside a note-taker.

| Location                   | June 2025 mailout | Reminder for June 2025 mailout | October 2025 mailout (*) | Total # households receiving an invite |
|----------------------------|-------------------|--------------------------------|--------------------------|--|
| Glasgow                    | 100               | 0                              | 200                      | 300                                    |
| Edinburgh                  | 100               | 0                              | 50                       | 150                                    |
| Scotland                   | 200               | 9                              | 250                      | 450                                    |
| Manchester                 | 100               | 25                             | 130                      | 230                                    |
| Southampton                | 100               | 25                             | 130                      | 230                                    |
| Liverpool                  | 100               | 25                             | 140                      | 240                                    |
| England (excluding London) | 300               | 75                             | 400                      | 700                                    |
| London                     | 0                 | 0                              | 0                        | 0                                      |
| Swansea                    | 100               | 25                             | 50                       | 150                                    |
| Cardiff                    | 100               | 25                             | 101                      | 201                                    |
| Newport                    | 100               | 25                             | 99                       | 199                                    |
| Wales                      | 300               | 75                             | 250                      | 550                                    |
| Total                      | 800               | 150                            | 900                      | 1700                                   |

(\*) 876 reminders were sent out in November 2025 to anyone who had not yet taken part in the research

# Annex B: Sample breakdown (34 participants)

| Heat network characteristics                   |   |
|--|---|
| <b>Type of heat network (self-reported)</b>    | Communal: 13<br>District: 19<br>Don't know: 2   |
| <b>Age of the heat network (self-reported)</b> | Pre-2010: 13<br>Post-2010: 17<br>Don't know: 4  |
| <b>Heat network operator</b>                   | Housing association: 17<br>Local Authority: 8<br>Facility management company: 6<br>Heating/energy company: 2<br>Landlord: 1 |
| <b>Third party in charge of billing</b>        | Yes: 16<br>No: 17<br>N/A: 1   |
| <b>Billing arrangements</b>                    | Receiving a bill: 12<br>No bill: 9<br>Heat paid through service charge: 13  |
| <b>Payment methods</b>                         | Direct debit: 15<br>Prepayment meter: 10<br>Standard credit: 5<br>Not sure: 4   |

| Participants' characteristics |  |  |   |
|-------------------------------|--|--|---|
| <b>Sex</b>                    | Female: 13<br>Male: 21   | <b>Socio-economic grade</b>                            | ABC1: 16<br>C2DE: 18  |
| <b>Age</b>                    | 18-29:: 3<br>30-39: 12<br>40-49:9<br>50-59: 1<br>60-64: 2<br>65+: 7  | <b>Struggling to pay for heat bills</b>                | Yes: 12<br>No: 22   |
| <b>Ethnicity</b>              | White British: 25<br>White European: 1<br>White other: 2<br>Black British:3<br>Asian Other: 3  | <b>Presence of a health or mental health condition</b> | Yes: 15 (of which 6 rely on heat/hot water to manage their condition)<br>No: 19 |
| <b>Nation</b>                 | England (exc London): 14<br>London: 9<br>Scotland: 7<br>Wales: 4   | <b>Digital confidence</b>                              | Confident: 32<br>Not confident: 2   |
| <b>Housing tenure</b>         | Bought with mortgage: 11<br>Own outright: 3<br>Private rental: 2<br>Rent from Housing association: 13<br>Rent from Local Authority: 4<br>Shared ownership: 1 | <b>Number of people in the household</b>               | 1 person: 17<br>2 people: 11<br>3 people: 4<br>4 people: 1<br>5 people: 1       |