



Communication of a Standing Charge Rebate in Electricity Tariffs

Prepared for the Office of Gas and Electricity Markets (OFGEM)
by Professors Zachary Estes and Anirban Mukhopadhyay
Bayes Business School

October 2026



Table of Contents

Executive summary.....	3
Introduction.....	4
Research Objective	5
Overview of Studies	5
Study 1: Framing, reward presentation, and environmental message placement.....	6
Methods.....	6
Analyses	11
Results	11
Study 2: Headline and standing charge explanation	14
Methods.....	14
Analyses	14
Results	16
Study 3: Alternative environmental messages	17
Methods.....	17
Analyses	18
Results	18
Limitations.....	20
Recommendations	21
APPENDICES	22
Appendix A. Study 1: Survey.....	23
Appendix B. Study 2: Survey.....	103
Appendix C. Study 3: Survey.....	153

Executive summary

The Office of Gas and Electricity Markets (**Ofgem**) commissioned research to support the development of communications for their Standing Charge Rebates (**SCR**) trial intervention, which involved offering consumers the opportunity to reduce part of their standing charge by using less electricity during weekday peak hours. Because the trial involved several potentially complex elements including standing charges, unit rates, peak-time electricity use, rebates, regional comparisons, and environmental benefits, our research aimed to assess whether different ways of presenting that information affected consumers' understanding of the offer and their motivations and willingness to participate in the trial. Our findings informed the design of the communications used in Ofgem's main trial.

In close collaboration with Ofgem, we conducted three studies to (i) identify the most effective way to introduce the SCR trial to consumers and (ii) support informed participation. Across all three studies, with a combined sample of more than 2200 electricity consumers in Great Britain, participants demonstrated high levels of comprehension, motivation, and willingness to participate in the proposed scheme. The findings suggested that consumers generally understood and responded positively to the SCR trial concept, and ultimately the results informed the design of participant communications used in Ofgem's main trial:

- Consumers generally understood the proposed offer. Across all three studies, participants demonstrated high levels of comprehension and willingness to participate. Motivation scores also remained consistently high across communication variants.
- Financial incentives were the strongest driver of participation. In each study, participants most commonly identified the opportunity to save money or earn a rebate as their primary reason for taking part in the scheme. Environmental motivations played a substantially smaller role.
- Presenting rewards as a proportion of the standing charge improved comprehension. Participants demonstrated better understanding when communications described the potential reward as “up to half of your standing charge” rather than as a fixed monetary amount.
- Defining standing charges improved understanding. Communications that used the headline “Halve your charge” and included a definition of standing charges achieved the highest comprehension scores (Study 2).
- Environmental messaging was most effective when used as supporting information rather than the primary message. Communications generated higher motivation when environmental benefits appeared later rather than earlier in the message (Study 1), and among various environmental messages tested, a focus on lowering infrastructure costs generated the highest levels of motivation (Study 3).

Introduction

The Office of Gas and Electricity Markets (**Ofgem**) commissioned this research to support the development of consumer-facing communications for its Standing Charge Rebates (**SCR**) trial. The trial was designed to encourage households in GB to reduce their electricity consumption during weekday peak hours by offering participants the opportunity to reduce part of their standing charge. In particular, participants could benefit financially by using less electricity during the 4–7pm peak period, with their electricity use compared with that of other households in their region.

Communicating the SCR trial presents several challenges. The offer combines a number of concepts that consumers may not routinely encounter together, such as standing charges, electricity unit rates, peak-time consumption, regional comparisons, daily rebate calculations, and potential environmental benefits. Effective communication therefore needs not only to generate interest in the scheme, but also to ensure that consumers understand how the offer works and what they would need to do to benefit from it. Clear communication is particularly important in this context because participation requires consumers to understand the relationship between their electricity use and the potential reduction in their standing charge.

The present research therefore examined how different approaches to communicating the SCR trial affected three key outcomes: comprehension of the offer, motivation to engage with the scheme, and willingness to participate in it. The research was conducted sequentially across three online experimental studies, with each study building on the findings from the prior round of testing. Across the studies, more than 2200 electricity consumers in Great Britain evaluated alternative versions of communications describing the proposed scheme.

The first study examined alternative ways of framing the financial benefit, different approaches to presenting the potential reward, and the placement of environmental information within the communication. The second study built on these findings by testing alternative headlines and examining whether explicitly defining the standing charge improved consumers' understanding of the offer. The third study focused specifically on the role of environmental information, comparing alternative messages describing the broader environmental and system-level benefits of reducing peak-time electricity consumption.

Together, the studies were intended to identify a communication approach that could balance simplicity and transparency to facilitate comprehension and motivation. The results consistently showed that consumers responded positively to the SCR concept and generally understood the proposed offer. At the same time, the testing identified specific aspects of the communication that could be improved, particularly explanations of how rebates would be calculated and how participants' electricity use would be compared with that of other households in their region.

The findings also provided a consistent indication of the relative importance of different motivations for participation in the trial. Across the studies, financial benefits were substantially more important to consumers than environmental benefits. This suggests that communications are likely to be most effective when the financial opportunity provided by the SCR trial is made clear and prominent, with environmental benefits used as supporting information rather than as the primary reason to participate. The studies further identified specific communication features that improved comprehension and/or motivation, including defining the standing charge, presenting the potential reward as a proportion of the standing charge, and highlighting potential reductions in infrastructure costs.

The remainder of this report summarises the three studies and their implications for the design of consumer-facing communications. Full methodological details and detailed results for each study are provided in the appendices.

Research Objective

The purpose of this research was to identify the most effective communication approach for introducing the SCR trial to participants, with a particular focus on message comprehension, motivation to participate, and willingness to engage with the proposed tariff design.

Overview of Studies

The communication testing was conducted sequentially across three studies, all conducted online using experimental designs. All studies were conducted via Qualtrics survey software, and all participants were recruited and paid via Prolific research panel. Only UK residents aged 18 or over were eligible to participate; these criteria were used as screening filters on Prolific and were confirmed via direct questions within each study.

Each study followed a similar procedure: Participants first provided informed consent, completed a captcha, reported their Prolific ID, completed an attention check and, in some cases, reported whether they had a smart meter in their home and whether they were responsible for paying their household energy bills. Participants then were shown an example communication about the proposed SCR offer. They were asked to imagine that they had received an example email from their energy provider and to read it carefully before answering questions about the offer.

The subsequent questions assessed comprehension, motivation, willingness to participate and, in some cases, preferences among alternative scheme names. Comprehension was measured using multiple-choice questions testing understanding of key aspects of the offer, including eligibility, rebate calculations, and regional comparisons. The extent of motivation was measured using self-reported likelihoods of reading the FAQs and of reducing energy usage. As a measure of motivation to participate, respondents also identified the factor they said

would be most motivating for them to participate in such a scheme—choosing among financial, social gamification, and environmental-friendliness (in Studies 1 and 2).

Study 1 tested different framings of the tariff, alternative reward presentations, and different placements of an environmental message. Study 2 then tested alternative headlines for the tariff communication, and whether defining the standing charge in the communication affected motivation and/or willingness to participate in the trial. Finally, Study 3 tested the effectiveness of six alternative environmental messages. Full details of each study and detailed reports of their results are provided in the appendices to this document. Below we provide brief summaries of the studies.

Study 1: Framing, reward presentation, and environmental message placement

This study tested different framings of the tariff, alternative reward presentations, and different placements of an environmental message. Below we report a brief summary of the methods and results of this study. For the full survey, see [Appendix A](#).

Methods

A sample of 1,001 UK residents aged 18 or over participated in a $2 \times 2 \times 2$ between-participants factorial experiment, testing three message characteristics: financial framing, reward presentation, and environmental message placement. The financial framing varied whether the offer was described as earning money (“gain” frame: “earn money back”) or saving money (“loss” frame: “save you money”); the reward presentation varied whether the potential benefit was described as an absolute amount (“£6 a month on your standing charge”) or as a fraction of the standing charge (“half of your daily standing charge”); and the environmental content was presented either early or late in the letter. Participants were randomly assigned to one of eight conditions. See Figure 1 for the hypothetical offer letter that participants read.

Figure 1. The SCR offer letter (Study 1). Black font indicates text that was constant across conditions. Red font indicates text that varied across condition.

[A Smarter Way to Save on Your Standing Charge / Earn Money Back on Your Standing Charge — Here's How]

You've been selected to take part in a unique programme that could [save you money / help you earn money back] on your standing charge every weekday – and contribute to a cleaner energy system!

Why it matters: [early]

Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future.

How this programme works

Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could [save / earn] up to [£6 a month on your standing charge / half of your daily standing charge]. But don't worry, **you'll never pay more than your usual standing charge.**

Your rebate is calculated daily, and at the end of the month, any [savings / earnings] you've made are added up and paid to you alongside your regular electricity bill.

To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially [save / earn] more.

What do I need to do now?

- If you want to take part, you don't need to do anything! You could start [saving / earning money back] from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge.

Can I leave or opt out of this scheme if I wish?

- If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later.

Why it matters: [late]

Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future.

If you'd like to learn more about how this works, please visit our [FAQs page](#)

After reading the offer letter, participants reported their comprehension of the letter and their motivations for and willingness to participate in the trial scheme. To assess comprehension, we calculated the percentage of correct responses aggregated across the relevant items. For motivation, we averaged their ratings of the relevant items. Participants also evaluated several potential names for the scheme. See Table 1 for details of the measures and items.

Table 1. Measures and items (Study 1).

Measure	Item	Question and response options
Comprehension	1	What is this scheme offering you? • An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1) • A reward for using electricity during the night (2) • A fixed monthly rebate regardless of how much electricity you use (3) • A discount on your energy bill if you use less electricity overall (4) • I'm not sure (5)
Comprehension	2	What do you need to do to get money back on your standing charge? • Use less electricity over the whole day (1) • Use less electricity and gas over the whole day (2) • Use less electricity at peak times (3) • Sign up to a new scheme (4) • I'm not sure (5)
Comprehension	3	By how much could your electricity costs be reduced with this offer? • Up to half of my daily standing charge for weekdays (1) • Up to half of my total bill (2) • A fixed amount of £6 (3) • Up to £6 a month on my standing charge (4) • I'm not sure (5)
Comprehension	4	When will you receive money back? • Daily (1) • Weekly (2) • Monthly (3) • Based on my billing cycle (4) • I'm not sure (5)
Comprehension	5	How often is the amount you receive calculated? • Daily (1) • Weekly (2) • Monthly (3) • Yearly (4) • I'm not sure (5)

Measure	Item	Question and response options
Comprehension	6	I will get more money if I use less electricity... • Than I usually use at peak times (1) • Than people in my region use at peak times (2) • Than I use at off-peak times (3) • I'm not sure (4)
Comprehension	7	If you use more peak-hour electricity than other people, what happens to your standing charge? • Your standing charge stays the same (You'll never pay more than your current standing charge) (1) • Your standing charge increases (2) • You need to pay a fee (3) • I'm not sure (4)
Comprehension	8	Can you opt out of the scheme? • Yes (1) • No (2) • I'm not sure (3)
Comprehension	9	Which times count as peak hours in this offer? • Weekday early evening (4–7 pm) (1) • All weekdays (2) • Daytime (3) • I'm not sure (4)
Willingness to Participate		After reading the email message (on the previous page), would you participate in the scheme, or opt out of it? • I would participate in the scheme (1) • I would opt out of the scheme (2)
FAQs		When reading the message, did you want to click on the FAQs link? • Yes (1) • No (2) • Maybe (3)
Motivation	1	After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7 pm on weekdays? • Extremely unlikely (1) • Somewhat unlikely (2) • Neither likely nor unlikely (3) • Somewhat likely (4) • Extremely likely (5)

Measure	Item	Question and response options
Motivation	2	How confident do you feel about being able to change your electricity use to benefit from this scheme? • Not confident at all (1) • Slightly confident (2) • Moderately confident (3) • Very confident (4) • Extremely confident (5)
Motivation	3	How easy does this scheme sound to take part in? • Extremely difficult (1) • Somewhat difficult (2) • Neither easy nor difficult (3) • Somewhat easy (4) • Extremely easy (5)
Motivator		Motv-Loss: What would motivate you most to take part? • Saving money [loss frame] / Earning a rebate [gain frame] (1) • Helping the environment (2) • Competition with my neighbours (3) • Other: _____ (4) • None of these (5)
Name Evaluation		For the offer that you read about, how much do you like each of these names? Names rated: Standing charge savings challenge (1); Halve your charge challenge (2); Weekday flexi saver scheme (3); StandSmart Flex (4); Beat the charge (5) • Dislike a great deal (1) • Dislike somewhat (2) • Neither like nor dislike (3) • Like somewhat (4) • Like a great deal (5)

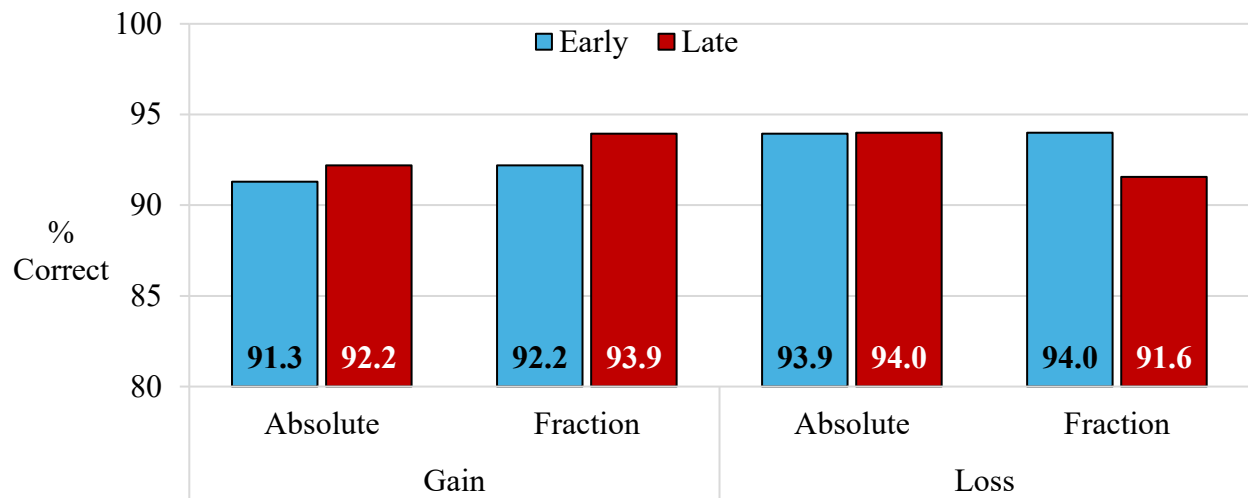
Analyses

We examined differences in comprehension, motivation, and willingness to participate across the eight experimental conditions. For items rated on response scales, we used $2 \times 2 \times 2$ factorial analyses of variance (ANOVA) corresponding to the between-participants experimental design. We assessed the effects of financial framing, reward presentation, and environmental-message placement, as well as their interactions, on each outcome. For items with categorical responses, we used Chi-square analyses on contingency tables, and logistic regression analyses as appropriate. We also examined participants' reported reasons for participation descriptively to assess the relative importance of financial and environmental motivations. Where relevant, we conducted additional comparisons between the relevant communication variants, via further ANOVAs, *t*-tests, or Chi-square tests, to identify which message features produced the most favourable responses.

Results

Overall, responses to all communication variants were highly positive. Comprehension was consistently high, with participants answering 92.5% of comprehension questions correctly on average. Motivation scores were also high (mean scores of approximately 4 out of 5), and stated willingness to participate ranged from 92% to 98% across conditions. These findings suggested that the trial concept was broadly understandable and acceptable to consumers irrespective of the specific communication framing used.

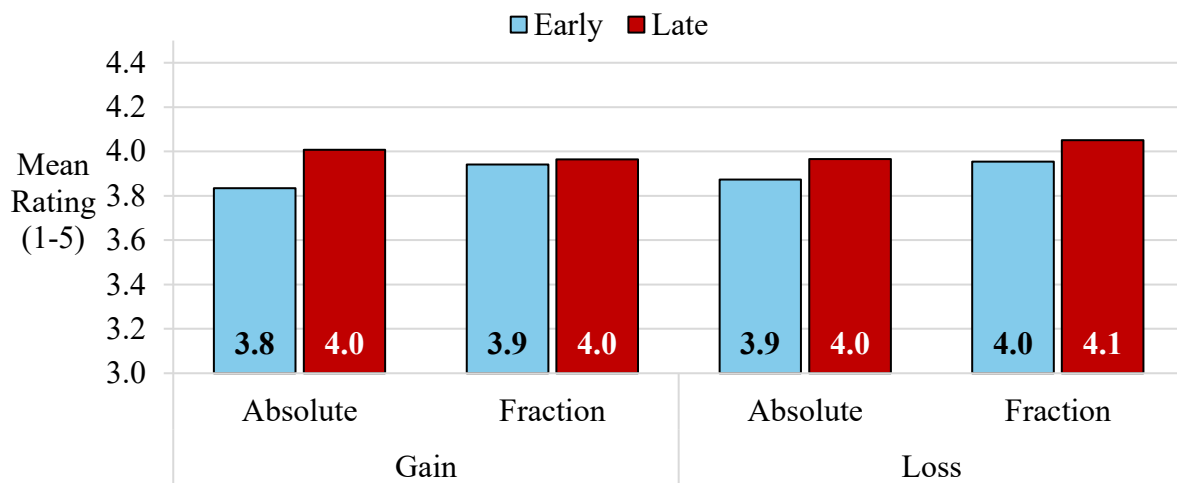
The pilot did, however, identify several differences between message versions that informed the final communications strategy. First, as shown in Figure 2, presenting the reward as a fraction of the standing charge resulted in slightly higher comprehension than presenting it as a fixed monetary amount. Fraction-based descriptions (e.g. “up to half of your standing charge”) also increased interest in reading further information about the scheme.

Figure 2. Comprehension of SCR trial details (Study 1).

Second, while most aspects of the offer were well understood, two components generated lower levels of comprehension: participants were less clear about how their performance would be compared with other households in their region, and there was confusion regarding how frequently rebates would be calculated and awarded. These areas were subsequently identified as requiring additional clarification in the final communications.

Third, the placement of environmental messaging influenced participant motivation. As shown in Figure 3, communications that introduced environmental benefits later in the message generated higher motivation scores than those that emphasised these benefits earlier. This finding suggests that consumers responded more positively when practical financial information was presented first and environmental benefits were provided as supporting rather than leading information.

Figure 3. Motivation to participate in the SCR scheme, to change their electricity usage, and to reduce their electricity use during peak hours on weekdays (Study 1).



The pilot also examined the factors motivating participation. Financial incentives were found to be substantially more important than environmental motivations or social comparison. Across message conditions, the opportunity to save money or earn a rebate was by far the strongest reported reason for taking part.

Finally, of five potential names for the scheme, participants expressed the strongest preference for “Weekday Flexi Saver Scheme.”

Study 2: Headline and standing charge explanation

This study tested alternative headlines for the tariff communication, and whether defining the standing charge in the communication affected motivation and/or willingness to participate in the trial. Below we report a brief summary of the methods and results of this study. For the full survey, see [Appendix B](#).

Methods

A sample of 601 UK residents aged 18 or over who (i) had a smart meter and (ii) were responsible for paying their household energy bills were recruited; a further 399 people were screened out for not meeting one or both of these criteria. This study used a 3×2 between-participants factorial design, varying the communication headline and whether the standing charge was defined in the message. The three headline options were “Halve your charge”, “Earn money back on your energy bill”, and “Earn money back on your standing charge”; the standing charge was either defined or not defined in the communication. Participants were randomly assigned to one of six conditions. After reading a hypothetical offer letter (see Figure 4), participants reported their comprehension of the letter and their motivations for and willingness to participate in the trial scheme.

Analyses

We examined differences in comprehension, motivation, and willingness to participate across the six communication conditions. For items rated on response scales, we used 3×2 factorial ANOVA corresponding to the between-participants experimental design. Specifically, we assessed the effects of headline, standing-charge definition, and their interaction on participants’ responses. We also examined participants’ reported reasons for participation to assess the relative importance of financial and environmental motivations. For items with categorical responses, we used Chi-square analyses on contingency tables, and logistic regression analyses as appropriate. Where relevant, we conducted additional comparisons between the relevant communication variants, via further ANOVAs, *t*-tests, or Chi-square tests, to identify the approach that provided the strongest combination of comprehension and engagement.

Figure 4. The SCR offer letter (Study 2). Black font indicates text that was constant across conditions. Red font indicates text that varied across condition.

Halve your charge / Earn money back on your energy bill / Earn money back on your standing charge – here's how

You've been selected to take part in a unique programme that could help you **halve / earn money back on** your daily standing charge every weekday – and contribute to a cleaner energy system!

But first, just a reminder – **your energy bill has two parts:**

- **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use.
- **Unit Rates** – what you pay for each unit of electricity you use.

How this programme works

Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.**

Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill.

To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more.

What do I need to do now?

If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge.

Can I leave or opt out of this scheme if I wish?

If you don't want a chance to reduce your standing charge, you can [opt-out here](#) or choose to opt out at any time later.

Why it matters:

Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future.

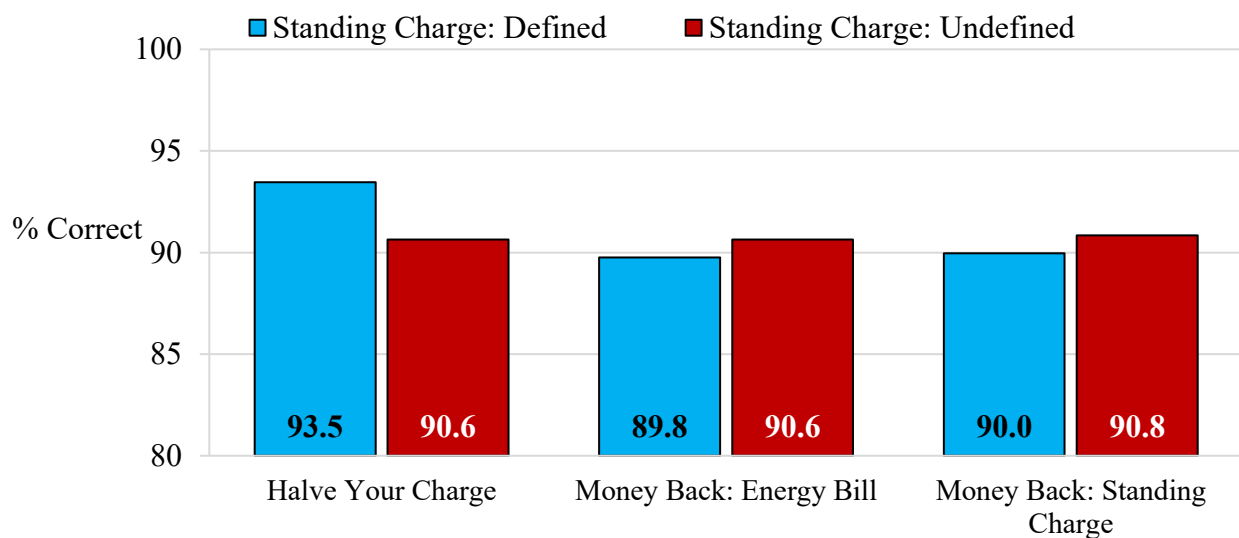
If you'd like to learn more about how this works, please visit our [FAQs page](#)

Results

Overall, comprehension remained high, participants again reported high motivation to engage with the scheme, and they expressed a very high willingness to participate (96.4%). These findings suggested that the revised SCR offer was broadly acceptable and understandable to consumers with smart meters and bill-paying responsibility.

Comprehension of the details of the SCR trial were high, with participants answering 90.9% of comprehension questions correctly on average. Although there was no statistically significant difference between communication variants, the version that used the headline “Halve your charge” and included a definition of standing charges achieved the highest level of comprehension (93.5%), as shown in Figure 5.

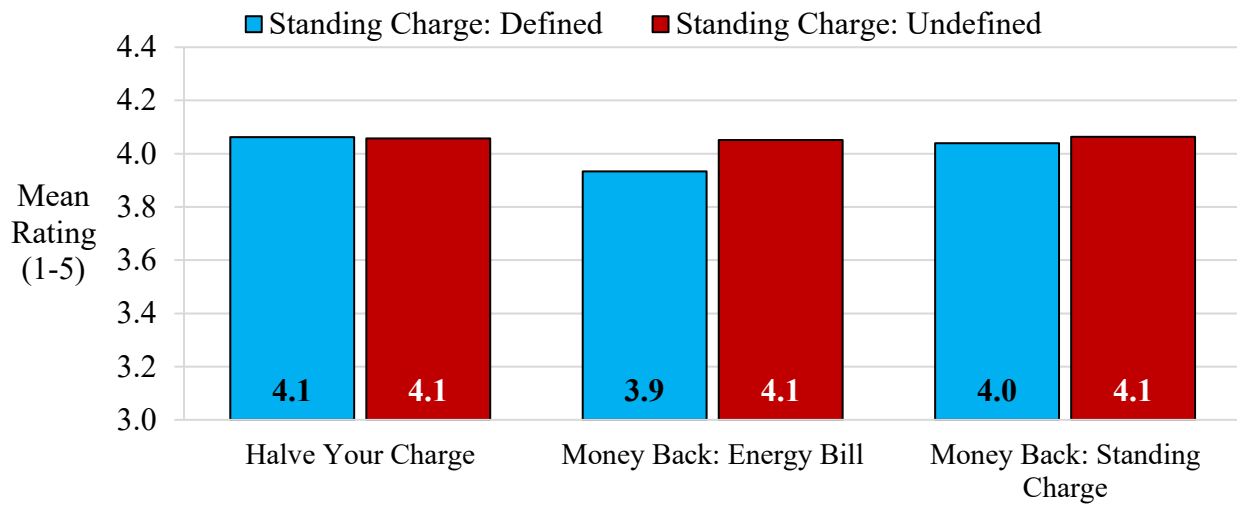
Figure 5. Comprehension of SCR trial details (Study 2).



As in Study 1, we identified two areas where comprehension remained lower than for other elements of the scheme. Participants were less clear about how frequently rebates would be calculated and awarded, and some remained uncertain about how their electricity usage would be compared with that of other households in their region. These findings indicated that additional clarification of rebate calculations and regional comparisons was likely to improve understanding.

Consumers’ motivation to engage with the scheme was high across conditions (4.03 out of 5 on average), as shown in Figure 6.

Figure 6. Motivation to participate in the SCR scheme, to change their electricity usage, and to reduce their electricity use during peak hours on weekdays (Study 2).



Study 2 also provided further evidence regarding consumer motivations. Saving money remained by far the most important reason for participation, with 90.4% of participants selecting financial benefits as their primary motivation. Environmental benefits were selected far less frequently, by only 5.4% of participants. This finding reinforced the conclusion from Study 1 that financial incentives played a substantially larger role in motivating participation than environmental considerations.

Study 3: Alternative environmental messages

This study examined whether alternative environmental messages could improve participant motivation while maintaining comprehension. In this study, five environmental message variants were tested alongside a version of the communication that did not include any environmental message. Below we report a brief summary of the methods and results of this study. For the full survey, see [Appendix C](#).

Methods

A sample of 600 UK residents aged 18 or over who (i) had a smart meter and (ii) were responsible for paying their household energy bills were recruited; a further 395 were screened out for not meeting one or both eligibility criteria. This study tested six environmental message conditions: no environmental message, the generic environmental message used in Study 2, and four alternative environmental messages based on illustrative system-level impacts. The four variants referred to reducing peak-time electricity use by 6% across households in Great Britain and framed the benefit in terms of cars, hospitals, building costs, or high-voltage overhead cables (see Table 2). Participants were randomly assigned to one of six conditions. After reading a hypothetical offer letter in which one of the six

environmental messages was embedded, participants reported their comprehension of the letter and their motivations for and willingness to participate in the trial scheme.

Table 2. Environmental messages tested (Study 3).

-
1. **Baseline_Generic** (from Studies 1 and 2): “Reducing your electricity use at peak hours (from 4pm to 7pm) helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future.”
 2. **Baseline_None**: no environmental message provided
 3. **Cars**: “If every household in GB reduced their electricity use at peak hours (from 4pm to 7pm) by just 6%, we would save carbon equivalent to taking 7000 cars off the road.”
 4. **Hospitals**: “If every household in GB reduced their electricity use at peak hours (from 4pm to 7pm) by just 6%, we could power 67 hospitals for a year.”
 5. **Building**: “If every household in GB reduced their electricity use at peak hours (from 4pm to 7pm) by just 6%, we could avoid £3 billion in building costs.”
 6. **Cables**: “If every household in GB reduced their electricity use at peak hours (from 4pm to 7pm) by just 6%, we could avoid 232km of high voltage overhead cables in the countryside.”
-

Analyses

We compared comprehension, motivation, and willingness to participate across the six environmental-message conditions, including the no-message baseline. Analyses examined whether the type of environmental message affected participants’ responses and identified differences between the alternative messages. For items rated on response scales, we used one-way ANOVA corresponding to the between-participants experimental design with six levels. We also examined participants’ reported reasons for participation to assess the relative importance of financial and environmental motivations. For items with categorical responses, we used Chi-square analyses on contingency tables, and logistic regression analyses as appropriate. Where relevant, we conducted additional comparisons between the relevant communication variants, via further *t*-tests or Chi-square tests. Particular attention was given to whether any environmental message improved motivation or willingness to participate without compromising comprehension.

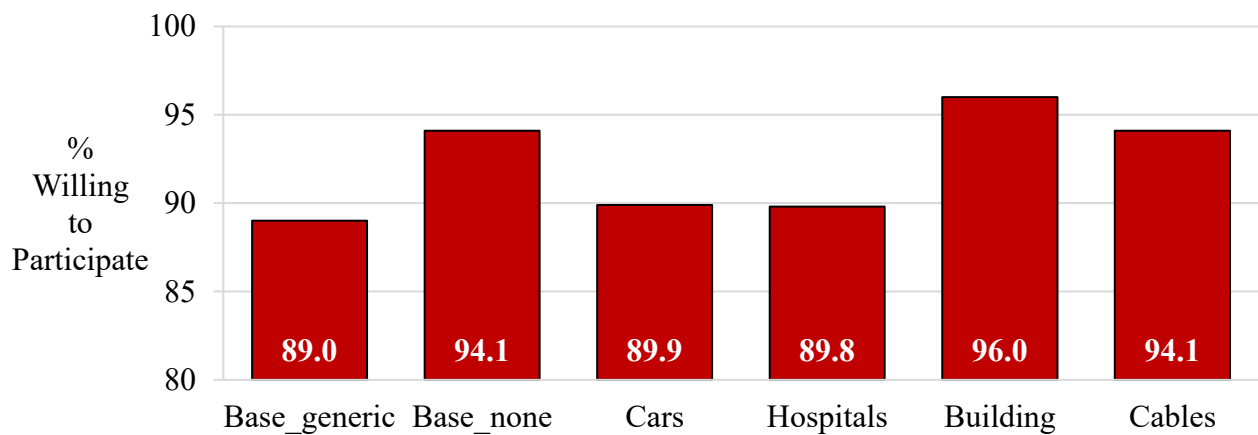
Results

Overall comprehension remained high, willingness to participate was strong (92%), and motivation to engage with the scheme remained positive (3.92 out of 5 on average). These findings broadly replicated the results observed in the preceding studies.

The inclusion of environmental messaging did not improve participant responses. The generic environmental message used in previous communications (i.e., “base_generic”) performed

relatively poorly on comprehension, willingness to participate, and motivation to engage with the scheme, compared with several alternative approaches. In contrast, communications that omitted environmental messaging altogether (i.e., “base_none”) performed comparatively well on those measures. For instance, Figure 7 shows participants’ willingness to participate in the SCR scheme across the various environmental messages.

Figure 7. Willingness to participate in the SCR scheme (Study 3).

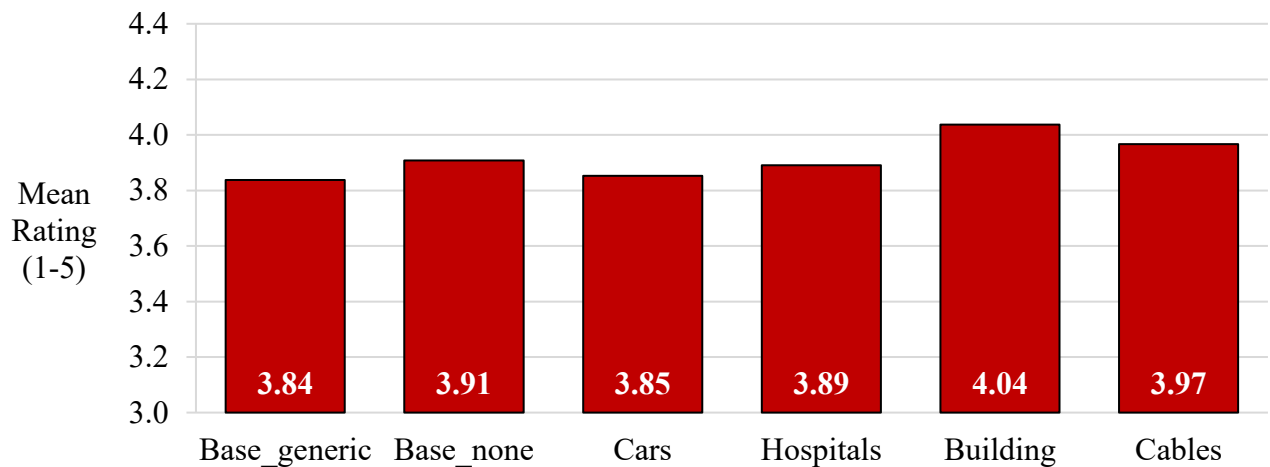


Among the environmental messages tested, the building costs message generated not only the highest willingness to participate in the scheme (Figure 7), but also the highest level of motivation to engage with the scheme (see Figure 8). This message explained that if households across Great Britain reduced their peak-time electricity use by 6%, the energy system could avoid approximately £3 billion of infrastructure investment costs. This framing appeared more motivating than messages focused on carbon savings, hospitals, or electricity network infrastructure. Given that this building-costs message emphasises a financial cost, its effectiveness is consistent with our prior finding that financial incentives are the strongest motivator for participating in the SCR trial.

Study 3 also replicated key findings from the previous rounds of testing. Although overall comprehension remained high, participants continued to experience some difficulty understanding how rebates were calculated and how electricity consumption would be compared with that of other households in their region. These recurring findings suggested that changing environmental messaging alone would not address the main sources of confusion identified in the communications.

As in our earlier studies, financial incentives remained the dominant driver of engagement. More than 90% of participants identified saving money as their primary reason for participating, while only a small minority (5.5%) cited environmental motivations. This finding further reinforced the conclusion that communications should primarily emphasise the financial benefits of participation.

Figure 8. Motivation to participate in the SCR scheme, to change their electricity usage, and to reduce their electricity use during peak hours on weekdays (Study 3).



Limitations

Several limitations should be considered when interpreting these findings. First, the studies examined consumers' responses to hypothetical communications in online experimental settings rather than behaviour in the context of an actual electricity tariff. Measures such as willingness to participate and motivation therefore provide indicators of likely engagement but cannot establish whether consumers would subsequently change their electricity use or participate in the SCR scheme in practice.

Second, although the studies collectively included more than 2,200 consumers in Great Britain, the samples were recruited through the Prolific research panel and therefore may not be fully representative of the wider population of electricity consumers. Some subgroups may be underrepresented. This is particularly relevant for Studies 2 and 3, which restricted participation to people with smart meters who were responsible for paying their household energy bills.

Third, the studies necessarily tested a finite set of communication variants. The findings therefore identify differences among the messages tested rather than establishing that the selected communication approach is optimal relative to every possible alternative.

Finally, the studies identified some aspects of the SCR offer that remained relatively difficult for participants to understand, particularly the calculation and payment of rebates and the comparison of electricity use with that of other households. Although subsequent communications and FAQs can address these issues, comprehension in the present studies was assessed immediately after exposure to the experimental communications. The findings should therefore be interpreted as evidence to guide communication design and informed

participation, rather than as a substitute for evaluating consumers' understanding and behaviour during the SCR trial itself.

Recommendations

Based on the results of Study 1, the key recommendation was that communications should combine: (1) gain framing (“earn”), (2) fractional reward presentation (“up to half of your standing charge”), and (3) later placement of environmental messaging. This “Gain-Fraction-Late” approach appeared to provide the best combination of comprehension and motivation. We also recommended clearer explanations of regional comparisons and rebate calculations, and noted that participants from households with smart meters appeared particularly motivated to participate in the scheme.

Based on the results of Study 2, we recommended using the “Halve your charge” communication that included a definition of standing charges. In addition, clearer explanations of how rebates are calculated and how regional comparisons operate were needed. More broadly, the findings suggested that communications should continue to emphasise the opportunity to save money, given the importance of financial motivations across participants.

Based on the results of Study 3, we recommended to prioritise participant motivation while addressing any remaining misunderstandings through FAQs and follow-up communications. The building costs environmental message, which achieved the highest motivation scores while maintaining relatively strong comprehension, appeared the strongest in the set. Alternatively, if equal weight were to be placed on comprehension and motivation, then communications should not include environmental messaging. Finally, it was recommended to provide clear explanations of rebate calculations and regional comparisons in supporting materials.



APPENDICES

Appendix A. Study 1: Survey

Start of Block: Introductory Block

Q1 Thank you for participating in this short study. Who We Are: We are academics based at City St. George's, University of London. We conduct theoretical (i.e. academic) and practical (i.e. market consultancy) research on consumer behaviour. **Informed Consent:** By agreeing to participate in this study, you consent to us recording your key-press responses (via Prolific), which we will use to publish our research in academic journals or to consult with professional organisations. Your data will be kept completely confidential and anonymous, and your personal identity will never be revealed. Your participation is voluntary and you are free to withdraw at any time (by discontinuing the task).

☐ **I have read and understood the information above and I agree to take part in this study. (1)**

Q2 Please click the box below to participate.

Q5 What is your Prolific ID?

Q6 How much attention are you willing and able to dedicate to this task? If you select "very little", then we will have to reject your work.

☐ very little (1)

☐ a whole lot (2)

End of Block: Introductory Block

Start of Block: INSTR

Q39 INSTRUCTIONS: We are conducting research on behalf of energy providers in the UK, who will trial a new offer that could affect consumers' payments for their energy usage.

Thank you for your help with this study, which we anticipate will take about 4-5 minutes to complete, though of course some people may take slightly more or less time. **On the following page, we will show you an example of an email that might be sent to customers to describe the new offer. Please imagine that you receive the following email from your energy provider.** Please read it carefully, as if you received it in your email. Once you've read it, click the arrow button at the bottom, and then we will ask you some questions about the offer.

End of Block: INSTR

Start of Block: Loss-Frac-Early

Q41 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

offer1 **A Smarter Way to Save on Your Standing Charge** You've been selected to take part in a unique programme that could save you money on your standing charge every weekday – and contribute to a cleaner energy system! **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could save up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any savings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially save more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start saving from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page

Page Break

offer2 **A Smarter Way to Save on Your Standing Charge** You've been selected to take part in a unique programme that could save you money on your standing charge every weekday – and contribute to a cleaner energy system! **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could save up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any savings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially save more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start saving from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page



Comp1 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Comp2 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Comp3 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Comp4 When will you receive money back?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Based on my billing cycle (4)
 - ☐ I'm not sure (5)
-

Comp5 How often is the amount you receive calculated?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Yearly (4)
 - ☐ I'm not sure (5)
-



Comp6 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Comp7 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Comp8 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Comp9 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Comp10 Did anything in the email confuse you or feel unclear?

Page Break

Motv0.1 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
- ☐ I would opt out of the scheme (2)
-

Motv0.2 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Maybe (3)
-

Motv1 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
- ☐ Somewhat unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat likely (4)
- ☐ Extremely likely (5)
-

Motv2 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Motv3 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Motv-Loss What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)

End of Block: Loss-Frac-Early

Start of Block: Loss-Frac-Late

Q45 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q46 A Smarter Way to Save on Your Standing Charge You've been selected to take part in a unique programme that could save you money on your standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could save up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge**. Your rebate is calculated daily, and at the end of the month, any savings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially save more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start saving from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce

carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page

Page Break

Q176 A Smarter Way to Save on Your Standing Charge You've been selected to take part in a unique programme that could save you money on your standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could save up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge**. Your rebate is calculated daily, and at the end of the month, any savings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially save more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start saving from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q48 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q49 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q50 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q51 When will you receive money back?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Based on my billing cycle (4)
 - ☐ I'm not sure (5)
-

Q52 How often is the amount you receive calculated?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Yearly (4)
 - ☐ I'm not sure (5)
-



Q53 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q54 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q55 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q56 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q57 Did anything in the email confuse you or feel unclear?

Page Break

Q58 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q59 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q60 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q61 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q62 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q63 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)

End of Block: Loss-Frac-Late

Start of Block: Loss-Abs-Early

Q65 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q66 A Smarter Way to Save on Your Standing Charge You've been selected to take part in a unique programme that could save you money on your standing charge every weekday – and contribute to a cleaner energy system! **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could save up to £6 a month on your standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any savings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially save more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start saving from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-

out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page

Page Break

Q177 A Smarter Way to Save on Your Standing Charge You've been selected to take part in a unique programme that could save you money on your standing charge every weekday – and contribute to a cleaner energy system! **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could save up to £6 a month on your standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any savings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially save more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start saving from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page



Q68 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q69 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q70 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q71 When will you receive money back?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Based on my billing cycle (4)
 - ☐ I'm not sure (5)
-

Q72 How often is the amount you receive calculated?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Yearly (4)
 - ☐ I'm not sure (5)
-



Q73 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q74 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q75 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q76 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q77 Did anything in the email confuse you or feel unclear?

Page Break

Q78 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q79 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q80 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q81 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q82 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q83 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)

End of Block: Loss-Abs-Early

Start of Block: Loss-Abs-Late

Q85 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q86 A Smarter Way to Save on Your Standing Charge You've been selected to take part in a unique programme that could save you money on your standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could save up to £6 a month on your standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any savings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially save more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start saving from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce

carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page

Page Break

Q178 A Smarter Way to Save on Your Standing Charge You've been selected to take part in a unique programme that could save you money on your standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could save up to £6 a month on your standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any savings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially save more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start saving from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q88 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q89 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q90 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q91 When will you receive money back?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Based on my billing cycle (4)
 - ☐ I'm not sure (5)
-

Q92 How often is the amount you receive calculated?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Yearly (4)
 - ☐ I'm not sure (5)
-



Q93 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q94 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q95 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q96 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q97 Did anything in the email confuse you or feel unclear?

Page Break

Q98 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q99 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q100 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q101 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q102 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q103 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)

End of Block: Loss-Abs-Late

Start of Block: Gain-Frac-Early

Q105 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q106 Earn Money Back on Your Standing Charge — Here's How You've been selected to take part in a unique programme that could help you earn money back on your standing charge every weekday – and contribute to a cleaner energy system! **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it fits in with others in your region. If your usage is lower than most, you could earn - up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4–7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a

chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page

Page Break

Q197 Earn Money Back on Your Standing Charge — Here's How You've been selected to take part in a unique programme that could help you earn money back on your standing charge every weekday – and contribute to a cleaner energy system! **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it fits in with others in your region. If your usage is lower than most, you could earn - up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page



Q108 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q109 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q110 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q111 When will you receive money back?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Based on my billing cycle (4)
 - ☐ I'm not sure (5)
-

Q112 How often is the amount you receive calculated?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Yearly (4)
 - ☐ I'm not sure (5)
-



Q113 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q114 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q115 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q116 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q117 Did anything in the email confuse you or feel unclear?

Page Break

Q118 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q119 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q120 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q121 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q122 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q124 What would motivate you most to take part?

- ☐ Earning rebate (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)

End of Block: Gain-Frac-Early

Start of Block: Gain-Frac-Late

Q188 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q189 Earn Money Back on Your Standing Charge — Here's How You've been selected to take part in a unique programme that could help you earn money back on your standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it fits in with others in your region. If your usage is lower than most, you could earn - up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge**. Your rebate is calculated daily, and at the end of the month, any earnings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more.

What do I need to do now? • If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That

means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page

Page Break

Q198 Earn Money Back on Your Standing Charge — Here's How You've been selected to take part in a unique programme that could help you earn money back on your standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it fits in with others in your region. If your usage is lower than most, you could earn - up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more.

What do I need to do now? • If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our [FAQs page](#)



Q190 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q191 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q192 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q193 When will you receive money back?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Based on my billing cycle (4)
 - ☐ I'm not sure (5)
-

Q194 How often is the amount you receive calculated?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Yearly (4)
 - ☐ I'm not sure (5)
-



Q195 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q196 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q197 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q198 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q199 Did anything in the email confuse you or feel unclear?

Page Break

Q200 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q201 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q202 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q203 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q204 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q205 What would motivate you most to take part?

- ☐ Earning rebate (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)

End of Block: Gain-Frac-Late

Start of Block: Gain-Abs-Early

Q208 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q209 Earn Money Back on Your Standing Charge — Here's How You've been selected to take part in a unique programme that could help you earn money back on your standing charge every weekday – and contribute to a cleaner energy system! **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it fits in with others in your region. If your usage is lower than most, you could earn - up to £6 a month on your standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4–7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a

chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page

Page Break

Q237 Earn Money Back on Your Standing Charge — Here's How You've been selected to take part in a unique programme that could help you earn money back on your standing charge every weekday – and contribute to a cleaner energy system! **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it fits in with others in your region. If your usage is lower than most, you could earn - up to £6 a month on your standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page



Q211 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q212 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q213 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q214 When will you receive money back?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Based on my billing cycle (4)
 - ☐ I'm not sure (5)
-

Q215 How often is the amount you receive calculated?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Yearly (4)
 - ☐ I'm not sure (5)
-



Q216 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q217 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q218 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q219 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q220 Did anything in the email confuse you or feel unclear?

Page Break

Q221 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q222 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q223 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q224 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q225 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q226 What would motivate you most to take part?

- ☐ Earning rebate (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)

End of Block: Gain-Abs-Early

Start of Block: Gain-Abs-Late

Q227 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q228 Earn Money Back on Your Standing Charge — Here's How You've been selected to take part in a unique programme that could help you earn money back on your standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it fits in with others in your region. If your usage is lower than most, you could earn - up to £6 a month on your standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a

greener future. If you'd like to learn more about how this works, please visit our FAQs page

Page Break

Q238 Earn Money Back on Your Standing Charge — Here's How You've been selected to take part in a unique programme that could help you earn money back on your standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it fits in with others in your region. If your usage is lower than most, you could earn - up to £6 a month on your standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings you've made are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** • If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** • If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q230 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
- ☐ A reward for using electricity during the night (2)
- ☐ A fixed monthly rebate regardless of how much electricity you use (3)
- ☐ A discount on your energy bill if you use less electricity overall (4)
- ☐ I'm not sure (5)



Q231 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q232 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q233 When will you receive money back?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Based on my billing cycle (4)
 - ☐ I'm not sure (5)
-

Q234 How often is the amount you receive calculated?

- ☐ Daily (1)
 - ☐ Weekly (2)
 - ☐ Monthly (3)
 - ☐ Yearly (4)
 - ☐ I'm not sure (5)
-



Q235 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q236 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q237 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q238 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q239 Did anything in the email confuse you or feel unclear?

Page Break

Q240 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
- ☐ I would opt out of the scheme (2)
-

Q241 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Maybe (3)
-

Q242 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
- ☐ Somewhat unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat likely (4)
- ☐ Extremely likely (5)
-

Q243 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q244 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q245 What would motivate you most to take part?

- ☐ Earning rebate (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)

End of Block: Gain-Abs-Late

Start of Block: Names



Names For the offer that you read about, how much do you like each of these names?

	Dislike a great deal (1)	Dislike somewhat (2)	Neither like nor dislike (3)	Like somewhat (4)	Like a great deal (5)
Standing charge savings challenge (1)	☐	☐	☐	☐	☐
Halve your charge challenge (2)	☐	☐	☐	☐	☐
Weekday flexi saver scheme (3)	☐	☐	☐	☐	☐
StandSmart Flex (4)	☐	☐	☐	☐	☐
Beat the charge (5)	☐	☐	☐	☐	☐

SuggestName Is there another name for this offer that you would suggest?

End of Block: Names

Start of Block: Demographics

Region Which region do you live in?

- ☐ East of England (1)
- ☐ East Midlands (2)
- ☐ London (3)
- ☐ North East (4)
- ☐ North West (5)
- ☐ Scotland (6)
- ☐ South East (7)
- ☐ South West (8)
- ☐ Wales (9)
- ☐ West Midlands (10)
- ☐ Yorkshire and the Humber (11)
- ☐ None of these (12)

PayBill Which of the following statements best applies to you?

- ☐ I have sole responsibility for paying the energy bills in my household (1)
 - ☐ I have joint responsibility for paying the energy bills in my household (2)
 - ☐ I have no responsibility for paying the energy bills in my household (for example, someone else in the household pays them, or your bills are covered within your service charge or rent) (3)
-

Age Which band does your age fall within?

- ☐ Under 18 (1)
 - ☐ 18 - 24 (2)
 - ☐ 25 - 34 (3)
 - ☐ 35 - 49 (4)
 - ☐ 50 - 64 (5)
 - ☐ 65 - 74 (6)
 - ☐ 75 or older (7)
 - ☐ Prefer not to say (8)
-

Gender Which of the following best describes your gender?

- ☐ Male (1)
 - ☐ Female (2)
 - ☐ Non-binary or other (3)
 - ☐ Prefer not to say (4)
-

Ethnicity What is your ethnic group?

- ☐ White: English / Welsh / Scottish / Northern Irish / British (1)
 - ☐ White: Irish (2)
 - ☐ White: Gypsy or Irish Traveller (3)
 - ☐ Any other White background (4)
 - ☐ Mixed / Multiple ethnic groups: White and Black Caribbean (5)
 - ☐ Mixed / Multiple ethnic groups: White and Black African (6)
 - ☐ Mixed / Multiple ethnic groups: White and Asian (7)
 - ☐ Any other Mixed / Multiple ethnic background (8)
 - ☐ Asian / Asian British: Indian (9)
 - ☐ Asian / Asian British: Pakistani (10)
 - ☐ Asian / Asian British: Bangladeshi (11)
 - ☐ Asian / Asian British: Chinese (12)
 - ☐ Any other Asian background (13)
 - ☐ Black / African / Caribbean / Black British: African (14)
 - ☐ Black / African / Caribbean / Black British: Caribbean (15)
 - ☐ Any other Black / African / Caribbean background (16)
 - ☐ Arab (17)
 - ☐ Any other ethnic group (18)
 - ☐ Prefer not to say (19)
-

SmartMeter Does your home have a 'smart meter' for your energy usage?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't know (3)
- ☐ Prefer not to say (4)

End of Block: Demographics

Start of Block: Concluding Block

Q1 Congratulations, you've finished the study! Is there anything that you want to tell us about this task? If so, please enter it into the box below. If not, just click the arrow button to submit your response, so you can receive your credit (and payment) on Prolific. Thank you!

End of Block: Concluding Block

Appendix B. Study 2: Survey

Start of Block: Introductory Block

Q1 Thank you for participating in this short study. Who We Are: We are academics based at City St. George's, University of London. We conduct theoretical (i.e. academic) and practical (i.e. market consultancy) research on consumer behaviour. **Informed Consent:** By agreeing to participate in this study, you consent to us recording your key-press responses (via Prolific), which we will use to publish our research in academic journals or to consult with professional organisations. Your data will be kept completely confidential and anonymous, and your personal identity will never be revealed. Your participation is voluntary and you are free to withdraw at any time (by discontinuing the task).

☐ **I have read and understood the information above and I agree to take part in this study. (1)**

Q2 Please click the box below to participate.

Q3 What is your Prolific ID?

Page Break

Q4 PURPOSE OF STUDY: Thank you for your help with this study, which we anticipate will take about 5 minutes to complete, though of course some people may take slightly more or less time. We are conducting research on behalf of energy providers in the UK, who will trial a new offer that could affect consumers' payments for their energy usage. We first have a couple basic questions about your energy situation.

Q5 Which of the following statements best applies to you?

- ☐ I have sole responsibility for paying the energy bills in my household (1)
 - ☐ I have joint responsibility for paying the energy bills in my household (2)
 - ☐ I have no responsibility for paying the energy bills in my household (for example, someone else in the household pays them, or your bills are covered within your service charge or rent) (3)
-

Q6 Does your home have a 'smart meter' for your energy usage?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Don't know (3)
 - ☐ Prefer not to say (4)
-

Q7 How much attention are you willing and able to dedicate to this study? If you select "very little", then we will have to exclude you from the study.

- ☐ very little (1)
- ☐ a whole lot (2)

End of Block: Introductory Block

Start of Block: INSTR

Q8 INSTRUCTIONS: On the following page, we will show you an example of an email that might be sent to customers to describe the new offer. Please imagine that you receive the following email from your energy provider. Please read it carefully, as if you received it in your email. Once you've read it, click the arrow button at the bottom, and then we will ask you some questions about the offer.

End of Block: INSTR

Start of Block: Halve_NoDef

Q9 Halve your charge – here's how You've been selected to take part in a unique programme that could help you halve your daily standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q10 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q11 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q12 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q13 When will you receive money back?

- ☐ With my next electricity bill (1)
 - ☐ At the end of each day (2)
 - ☐ At the end of the trial (3)
 - ☐ In the mid-month update (4)
 - ☐ I'm not sure (5)
-

Q14 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)



Q15 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q16 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q17 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q18 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
- ☐ All weekdays (2)
- ☐ Daytime (3)
- ☐ I'm not sure (4)
-

Q19 Did anything in the email confuse you or feel unclear?

Page Break

Q20 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q21 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q22 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q23 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q24 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q25 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: Halve_NoDef

Start of Block: Halve_Def

Q26 Halve your charge – here's how You've been selected to take part in a unique programme that could help you halve your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q27 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q28 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q29 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q30 When will you receive money back?

- ☐ With my next electricity bill (1)
 - ☐ At the end of each day (2)
 - ☐ At the end of the trial (3)
 - ☐ In the mid-month update (4)
 - ☐ I'm not sure (5)
-

Q31 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)



Q32 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q33 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q34 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q35 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q36 Did anything in the email confuse you or feel unclear?

Page Break

Q37 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q38 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q39 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q40 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q41 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q42 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: Halve_Def

Start of Block: EB_NoDef

Q43 Earn money back on your energy bill – here's how You've been selected to take part in a unique programme that could help you earn money back on your daily standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q44 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q45 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q46 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q47 When will you receive money back?

- ☐ With my next electricity bill (1)
 - ☐ At the end of each day (2)
 - ☐ At the end of the trial (3)
 - ☐ In the mid-month update (4)
 - ☐ I'm not sure (5)
-

Q48 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)



Q49 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q50 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q51 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q52 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q53 Did anything in the email confuse you or feel unclear?

Page Break

Q54 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q55 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q56 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q57 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q58 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q59 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: EB_NoDef

Start of Block: EB_Def

Q60 Earn money back on your energy bill – here's how You've been selected to take part in a unique programme that could help you earn money back on your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q61 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q62 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q63 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q64 When will you receive money back?

- ☐ With my next electricity bill (1)
 - ☐ At the end of each day (2)
 - ☐ At the end of the trial (3)
 - ☐ In the mid-month update (4)
 - ☐ I'm not sure (5)
-

Q65 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)



Q66 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q67 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q68 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q69 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
- ☐ All weekdays (2)
- ☐ Daytime (3)
- ☐ I'm not sure (4)
-

Q70 Did anything in the email confuse you or feel unclear?

Page Break

Q71 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q72 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q73 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q74 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q75 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q76 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: EB_Def

Start of Block: SC_NoDef

Q77 Earn money back on your standing charge – here's how You've been selected to take part in a unique programme that could help you earn money back on your daily standing charge every weekday – and contribute to a cleaner energy system! **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q78 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q79 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q80 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q81 When will you receive money back?

- ☐ With my next electricity bill (1)
 - ☐ At the end of each day (2)
 - ☐ At the end of the trial (3)
 - ☐ In the mid-month update (4)
 - ☐ I'm not sure (5)
-

Q82 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)



Q83 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q84 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q85 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q86 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q87 Did anything in the email confuse you or feel unclear?

Page Break

Q88 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q89 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q90 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q91 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q92 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q93 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: SC_NoDef

Start of Block: SC_Def

Q94 Earn money back on your standing charge – here's how You've been selected to take part in a unique programme that could help you earn money back on your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use between 4–7pm helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page



Q95 What is this scheme offering you?

- ☐ An opportunity to reduce your standing charge by using less electricity during peak hours during weekdays (1)
 - ☐ A reward for using electricity during the night (2)
 - ☐ A fixed monthly rebate regardless of how much electricity you use (3)
 - ☐ A discount on your energy bill if you use less electricity overall (4)
 - ☐ I'm not sure (5)
-



Q96 What do you need to do to get money back on your standing charge?

- ☐ Use less electricity over the whole day (1)
 - ☐ Use less electricity and gas over the whole day (2)
 - ☐ Use less electricity at peak times (3)
 - ☐ Sign up to a new scheme (4)
 - ☐ I'm not sure (5)
-



Q97 By how much could your electricity costs be reduced with this offer?

- ☐ Up to half of my daily standing charge for weekdays (1)
 - ☐ Up to half of my total bill (2)
 - ☐ A fixed amount of £6 (3)
 - ☐ Up to £6 a month on my standing charge (4)
 - ☐ I'm not sure (5)
-



Q98 When will you receive money back?

- ☐ With my next electricity bill (1)
 - ☐ At the end of each day (2)
 - ☐ At the end of the trial (3)
 - ☐ In the mid-month update (4)
 - ☐ I'm not sure (5)
-

Q99 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)



Q100 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
 - ☐ Than people in my region use at peak times (2)
 - ☐ Than I use at off peak times (3)
 - ☐ I'm not sure (4)
-



Q101 If you use more peak-hour electricity than other people, what happens to your standing charge?

- ☐ Your standing charge stays the same (You'll never pay more than your current standing charge) (1)
 - ☐ Your standing charge increases (2)
 - ☐ You need to pay a fee (3)
 - ☐ I'm not sure (4)
-

Q102 Can you opt out of the scheme?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I'm not sure (3)
-



Q103 Which times count as peak hours in this offer?

- ☐ Weekday early evening (4–7 pm) (1)
 - ☐ All weekdays (2)
 - ☐ Daytime (3)
 - ☐ I'm not sure (4)
-

Q104 Did anything in the email confuse you or feel unclear?

Page Break

Q105 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q106 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q107 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q108 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q109 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q110 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: SC_Def

Start of Block: Demographics

Q111 Which region do you live in?

- ☐ East of England (1)
 - ☐ East Midlands (2)
 - ☐ London (3)
 - ☐ North East (4)
 - ☐ North West (5)
 - ☐ Scotland (6)
 - ☐ South East (7)
 - ☐ South West (8)
 - ☐ Wales (9)
 - ☐ West Midlands (10)
 - ☐ Yorkshire and the Humber (11)
 - ☐ None of these (12)
-

Q112 Which band does your age fall within?

- ☐ Under 18 (1)
 - ☐ 18 - 24 (2)
 - ☐ 25 - 34 (3)
 - ☐ 35 - 49 (4)
 - ☐ 50 - 64 (5)
 - ☐ 65 - 74 (6)
 - ☐ 75 or older (7)
 - ☐ Prefer not to say (8)
-

Q113 Which of the following best describes your gender?

- ☐ Male (1)
 - ☐ Female (2)
 - ☐ Non-binary or other (3)
 - ☐ Prefer not to say (4)
-

Q114 What is your ethnic group?

- ☐ White: English / Welsh / Scottish / Northern Irish / British (1)
- ☐ White: Irish (2)
- ☐ White: Gypsy or Irish Traveller (3)
- ☐ Any other White background (4)
- ☐ Mixed / Multiple ethnic groups: White and Black Caribbean (5)
- ☐ Mixed / Multiple ethnic groups: White and Black African (6)
- ☐ Mixed / Multiple ethnic groups: White and Asian (7)
- ☐ Any other Mixed / Multiple ethnic background (8)
- ☐ Asian / Asian British: Indian (9)
- ☐ Asian / Asian British: Pakistani (10)
- ☐ Asian / Asian British: Bangladeshi (11)
- ☐ Asian / Asian British: Chinese (12)
- ☐ Any other Asian background (13)
- ☐ Black / African / Caribbean / Black British: African (14)
- ☐ Black / African / Caribbean / Black British: Caribbean (15)
- ☐ Any other Black / African / Caribbean background (16)
- ☐ Arab (17)
- ☐ Any other ethnic group (18)
- ☐ Prefer not to say (19)

End of Block: Demographics

Start of Block: Concluding Block

Q115 Congratulations, you've finished the study! Is there anything that you want to tell us about this task? If so, please enter it into the box below. If not, just click the arrow button to submit your response, so you can receive your credit (and payment) on Prolific. Thank you!

End of Block: Concluding Block

Appendix C. Study 3: Survey

Start of Block: Introductory Block

Q1 Thank you for participating in this short study. Who We Are: We are academics based at City St. George's, University of London. We conduct theoretical (i.e. academic) and practical (i.e. market consultancy) research on consumer behaviour. **Informed Consent:** By agreeing to participate in this study, you consent to us recording your key-press responses (via Prolific), which we will use to publish our research in academic journals or to consult with professional organisations. Your data will be kept completely confidential and anonymous, and your personal identity will never be revealed. Your participation is voluntary and you are free to withdraw at any time (by discontinuing the task).

☐ **I have read and understood the information above and I agree to take part in this study. (1)**

Q2 Please click the box below to participate.

Q3 What is your Prolific ID?

Page Break

Q4 PURPOSE OF STUDY: Thank you for your help with this study, which we anticipate will take about 5 minutes to complete, though of course some people may take slightly more or less time. We are conducting research on behalf of energy providers in the UK, who will trial a new offer that could affect consumers' payments for their energy usage. We first have a couple basic questions about your energy situation.

Q5 Which of the following statements best applies to you?

- ☐ I have sole responsibility for paying the energy bills in my household (1)
 - ☐ I have joint responsibility for paying the energy bills in my household (2)
 - ☐ I have no responsibility for paying the energy bills in my household (for example, someone else in the household pays them, or your bills are covered within your service charge or rent) (3)
-

Q6 Does your home have a 'smart meter' for your energy usage?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Don't know (3)
 - ☐ Prefer not to say (4)
-

Q7 How much attention are you willing and able to dedicate to this study? If you select "very little", then we will have to exclude you from the study.

- ☐ very little (1)
- ☐ a whole lot (2)

End of Block: Introductory Block

Start of Block: INSTR

Q8 INSTRUCTIONS: On the following page, we will show you an example of an email that might be sent to customers to describe the new offer. Please imagine that you receive the following email from your energy provider. Please read it carefully, as if you received it in your email. Once you've read it, click the arrow button at the bottom, and then we will ask you some questions about the offer.

End of Block: INSTR

Start of Block: None

Q19 Halve your charge – here's how You've been selected to take part in a unique programme that could help you halve your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. If you'd like to learn more about how this works, please visit our FAQs page

Q20 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)
-



Q21 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
- ☐ Than people in my region use at peak times (2)
- ☐ Than I use at off peak times (3)
- ☐ I'm not sure (4)
-

Q22 Did anything in the email confuse you or feel unclear?

Page Break

Q23 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q24 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q25 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q26 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q27 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q28 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: None

Start of Block: Base

Q9 Halve your charge – here's how You've been selected to take part in a unique programme that could help you halve your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** Reducing your electricity use at peak hours (from 4pm to 7pm) helps ease pressure on the grid, which is more likely to rely on fossil fuels during those hours. That means your choices can help reduce carbon emissions and support a greener future. If you'd like to learn more about how this works, please visit our FAQs page

Q10 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)



Q11 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
- ☐ Than people in my region use at peak times (2)
- ☐ Than I use at off peak times (3)
- ☐ I'm not sure (4)

Q12 Did anything in the email confuse you or feel unclear?

Page Break

Q13 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q14 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q15 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q16 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q17 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q18 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: Base

Start of Block: Cars

Q29 Halve your charge – here's how You've been selected to take part in a unique programme that could help you halve your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** If every household in GB reduced their electricity use at peak hours (from 4pm to 7pm) by just 6%, we would save carbon equivalent to taking 7000 cars off the road. If you'd like to learn more about how this works, please visit our FAQs page

Q30 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)
-



Q31 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
- ☐ Than people in my region use at peak times (2)
- ☐ Than I use at off peak times (3)
- ☐ I'm not sure (4)
-

Q32 Did anything in the email confuse you or feel unclear?

Page Break

Q33 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q34 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q35 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q36 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q37 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q38 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: Cars

Start of Block: Hospitals

Q39 Halve your charge – here's how You've been selected to take part in a unique programme that could help you halve your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** If every household in GB reduced their electricity use at peak hours (from 4pm to 7pm) by just 6%, we could power 67 hospitals for a year. If you'd like to learn more about how this works, please visit our FAQs page

Q40 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)
-



Q41 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
- ☐ Than people in my region use at peak times (2)
- ☐ Than I use at off peak times (3)
- ☐ I'm not sure (4)
-

Q42 Did anything in the email confuse you or feel unclear?

Page Break

Q43 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q44 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q45 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q46 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q47 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q48 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: Hospitals

Start of Block: Building

Q49 Halve your charge – here's how You've been selected to take part in a unique programme that could help you halve your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** If every household in GB reduced their electricity use at peak hours (from 4pm to 7pm) by just 6%, we could avoid £3 billion in building costs. If you'd like to learn more about how this works, please visit our FAQs page

Q50 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)



Q51 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
- ☐ Than people in my region use at peak times (2)
- ☐ Than I use at off peak times (3)
- ☐ I'm not sure (4)

Q52 Did anything in the email confuse you or feel unclear?

Page Break

Q53 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q54 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q55 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q56 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q57 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q58 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: Building

Start of Block: Cables

Q59 Halve your charge – here's how You've been selected to take part in a unique programme that could help you halve your daily standing charge every weekday – and contribute to a cleaner energy system! But first, just a reminder – **your energy bill has two parts:** **Standing Charges** – a fixed daily cost you pay, no matter how much energy you use. **Unit Rates** – what you pay for each unit of electricity you use. **How this programme works** Every weekday from 4–7pm, we take a look at your electricity use during peak hours and see how it compares with others in your region. If your usage is lower than most, you could earn – up to half of your daily standing charge. But don't worry, **you'll never pay more than your usual standing charge.** Your rebate is calculated daily, and at the end of the month, any earnings are added up and paid to you alongside your regular electricity bill. To help you stay on track, you'll also receive a **mid-month update showing how you're doing so far** — so you can make small changes and potentially earn more. **What do I need to do now?** If you want to take part, you don't need to do anything! You could start earning money back from tomorrow by simply using less electricity during peak hours (4-7pm) on weekdays. And once again, remember that you'll never pay more than your usual standing charge. **Can I leave or opt out of this scheme if I wish?** If you don't want a chance to reduce your standing charge, you can opt-out here or choose to opt out at any time later. **Why it matters:** If every household in GB reduced their electricity use at peak hours (from 4pm to 7pm) by just 6%, we could avoid 232km of high voltage overhead cables in the countryside. If you'd like to learn more about how this works, please visit our FAQs page

Q60 How often is the amount you receive calculated?

- ☐ Daily (1)
- ☐ Weekly (2)
- ☐ Monthly (3)
- ☐ Yearly (4)
- ☐ I'm not sure (5)
-



Q61 I will get more money if I use less electricity...

- ☐ Than I usually use at peak times (1)
- ☐ Than people in my region use at peak times (2)
- ☐ Than I use at off peak times (3)
- ☐ I'm not sure (4)
-

Q62 Did anything in the email confuse you or feel unclear?

Page Break

Q63 After reading the email message (on the previous page), would you participate in the scheme, or opt out of it?

- ☐ I would participate in the scheme (1)
 - ☐ I would opt out of the scheme (2)
-

Q64 When reading the message, did you want to click on the FAQs link?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Maybe (3)
-

Q65 After reading the email message (on the previous page), how likely are you to reduce your electricity use between 4–7pm on weekdays?

- ☐ Extremely unlikely (1)
 - ☐ Somewhat unlikely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat likely (4)
 - ☐ Extremely likely (5)
-

Q66 How confident do you feel about being able to change your electricity use to benefit from this scheme?

- ☐ Not confident at all (1)
 - ☐ Slightly confident (2)
 - ☐ Moderately confident (3)
 - ☐ Very confident (4)
 - ☐ Extremely confident (5)
-

Q67 How easy does this scheme sound to take part in?

- ☐ Extremely difficult (1)
 - ☐ Somewhat difficult (2)
 - ☐ Neither easy nor difficult (3)
 - ☐ Somewhat easy (4)
 - ☐ Extremely easy (5)
-



Q68 What would motivate you most to take part?

- ☐ Saving money (1)
- ☐ Helping the environment (2)
- ☐ Competition with my neighbours (3)
- ☐ Other: (4) _____
- ☐ None of these (5)
- ☐ Helping the electricity grid (6)

End of Block: Cables

Start of Block: Demographics

Q69 Which region do you live in?

- ☐ East of England (1)
 - ☐ East Midlands (2)
 - ☐ London (3)
 - ☐ North East (4)
 - ☐ North West (5)
 - ☐ Scotland (6)
 - ☐ South East (7)
 - ☐ South West (8)
 - ☐ Wales (9)
 - ☐ West Midlands (10)
 - ☐ Yorkshire and the Humber (11)
 - ☐ None of these (12)
-

Q70 Which band does your age fall within?

- ☐ Under 18 (1)
 - ☐ 18 - 24 (2)
 - ☐ 25 - 34 (3)
 - ☐ 35 - 49 (4)
 - ☐ 50 - 64 (5)
 - ☐ 65 - 74 (6)
 - ☐ 75 or older (7)
 - ☐ Prefer not to say (8)
-

Q71 Which of the following best describes your gender?

- ☐ Male (1)
 - ☐ Female (2)
 - ☐ Non-binary or other (3)
 - ☐ Prefer not to say (4)
-

Q72 What is your ethnic group?

- ☐ White: English / Welsh / Scottish / Northern Irish / British (1)
- ☐ White: Irish (2)
- ☐ White: Gypsy or Irish Traveller (3)
- ☐ Any other White background (4)
- ☐ Mixed / Multiple ethnic groups: White and Black Caribbean (5)
- ☐ Mixed / Multiple ethnic groups: White and Black African (6)
- ☐ Mixed / Multiple ethnic groups: White and Asian (7)
- ☐ Any other Mixed / Multiple ethnic background (8)
- ☐ Asian / Asian British: Indian (9)
- ☐ Asian / Asian British: Pakistani (10)
- ☐ Asian / Asian British: Bangladeshi (11)
- ☐ Asian / Asian British: Chinese (12)
- ☐ Any other Asian background (13)
- ☐ Black / African / Caribbean / Black British: African (14)
- ☐ Black / African / Caribbean / Black British: Caribbean (15)
- ☐ Any other Black / African / Caribbean background (16)
- ☐ Arab (17)
- ☐ Any other ethnic group (18)
- ☐ Prefer not to say (19)

End of Block: Demographics

Start of Block: Concluding Block

Q73 Congratulations, you've finished the study! Is there anything that you want to tell us about this task? If so, please enter it into the box below. If not, just click the arrow button to submit your response, so you can receive your credit (and payment) on Prolific. Thank you!

End of Block: Concluding Block

End