

Public priorities for our future energy system

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A consumer perspective

Priorities &
Principles

Aspirations
for the
Future

Trust in
Government
& Suppliers

Role of
Technology
& Innovation

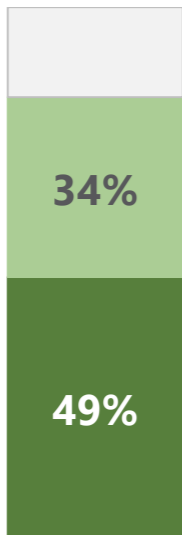
Data &
Privacy:
What's in it
for me?

Affordable, stable and without environmental cost

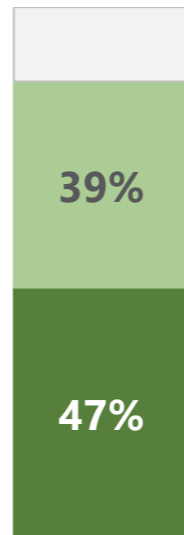
Energy for the UK should be produced in a way that means that...



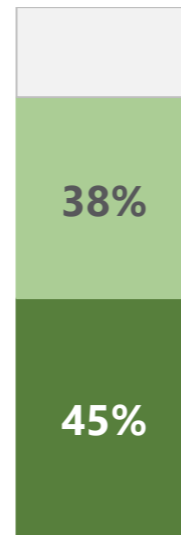
Energy is **affordable**



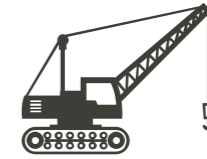
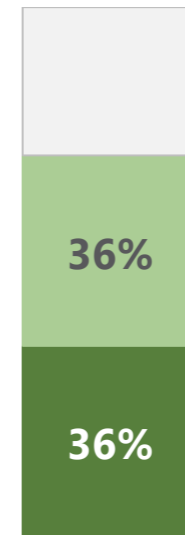
Provides a **stable** supply of energy



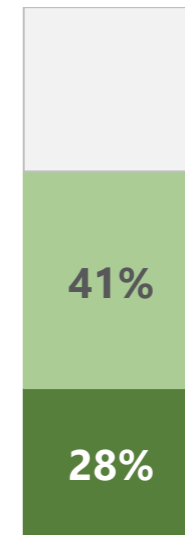
Environment & climate are being **protected**



Do not depend on energy imports from others

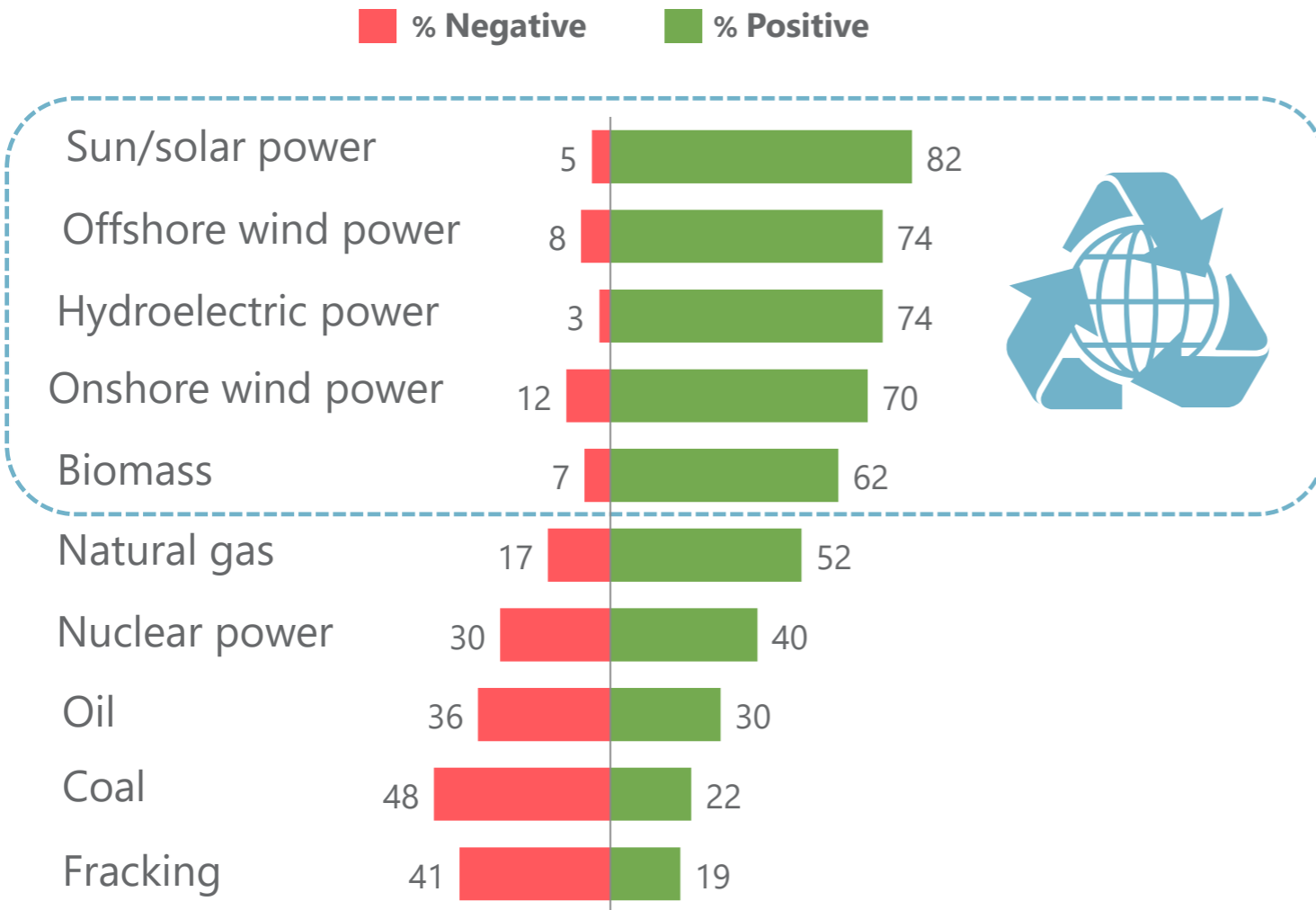


No negative impact on **economic** development

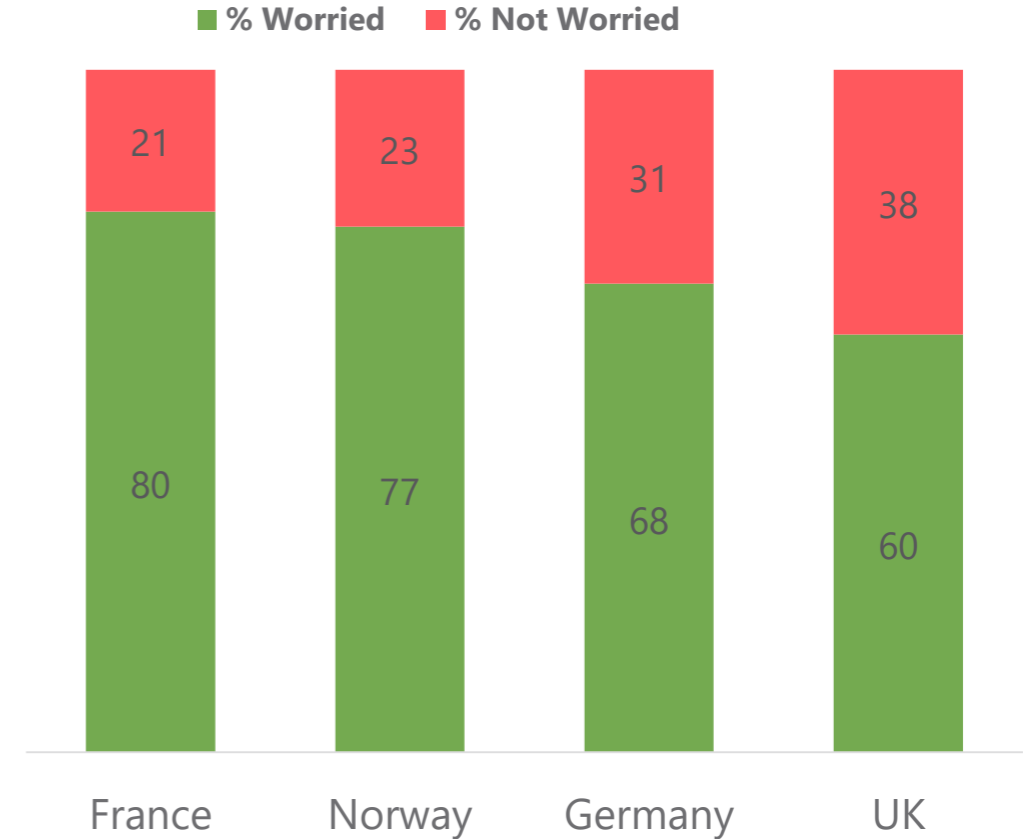


■ Tend to Agree
■ Strongly Agree

Strong preference for renewables



What is your general **opinion** about the following methods of **energy generation**? (UK)

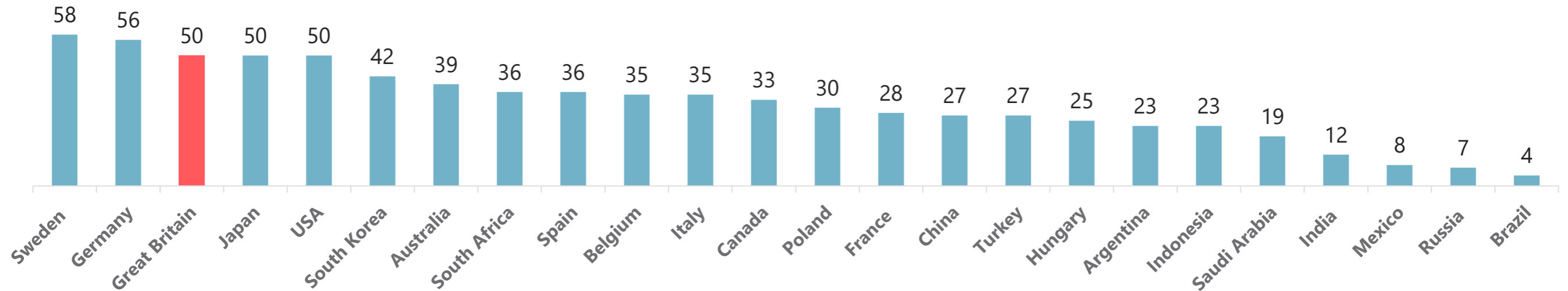


How **worried**, if at all, are you about **climate change**?

A story about energy security?

50%

Of UK consumers rate **future energy sources and supplies** as one of the **top** three environmental **issues** in the country



What are the three most important environmental issues in your country? % **future energy sources and supplies**

Aspirations for a more local future

Consumers presented with **3 scenarios for the future UK energy system**

Renewable Communities



Intercity Trading



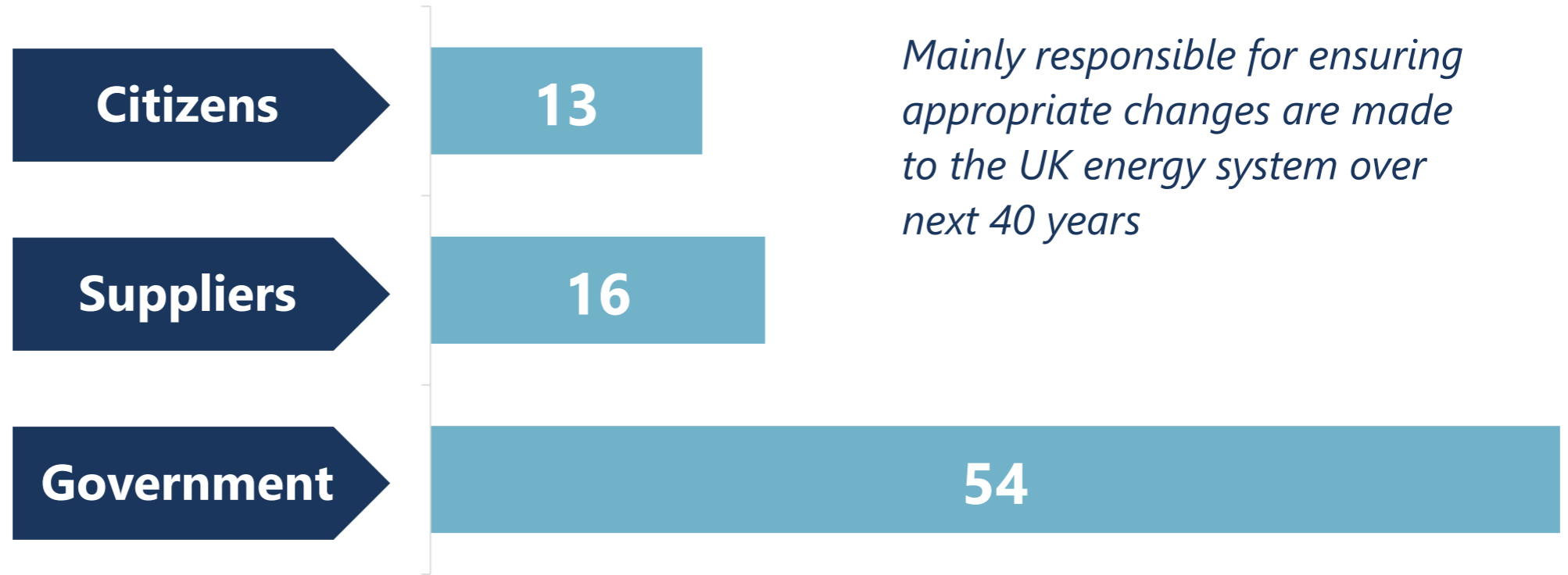
Big Power



**Preferred
scenario**

- **Greater choice** & responsibility at community level
- **Vested interest** in own energy provision - encourage efficient use
- Increased use of renewables more **environmentally friendly**

Government held responsible for system transformation



But trust to deliver change is low in the UK

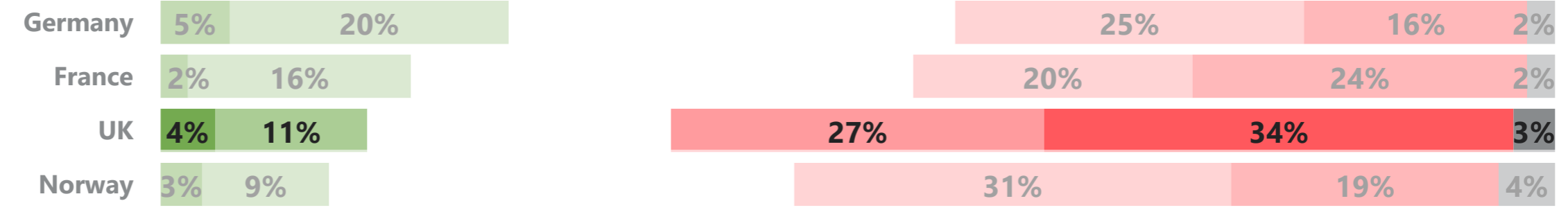
How much, if at all, do you **trust** the following institutions to transform the UK's energy system towards the use of cleaner forms of energy?

■ Very much
 ■ Quite a bit
 ■ A little
 ■ Not at all
 ■ Don't know

National Government



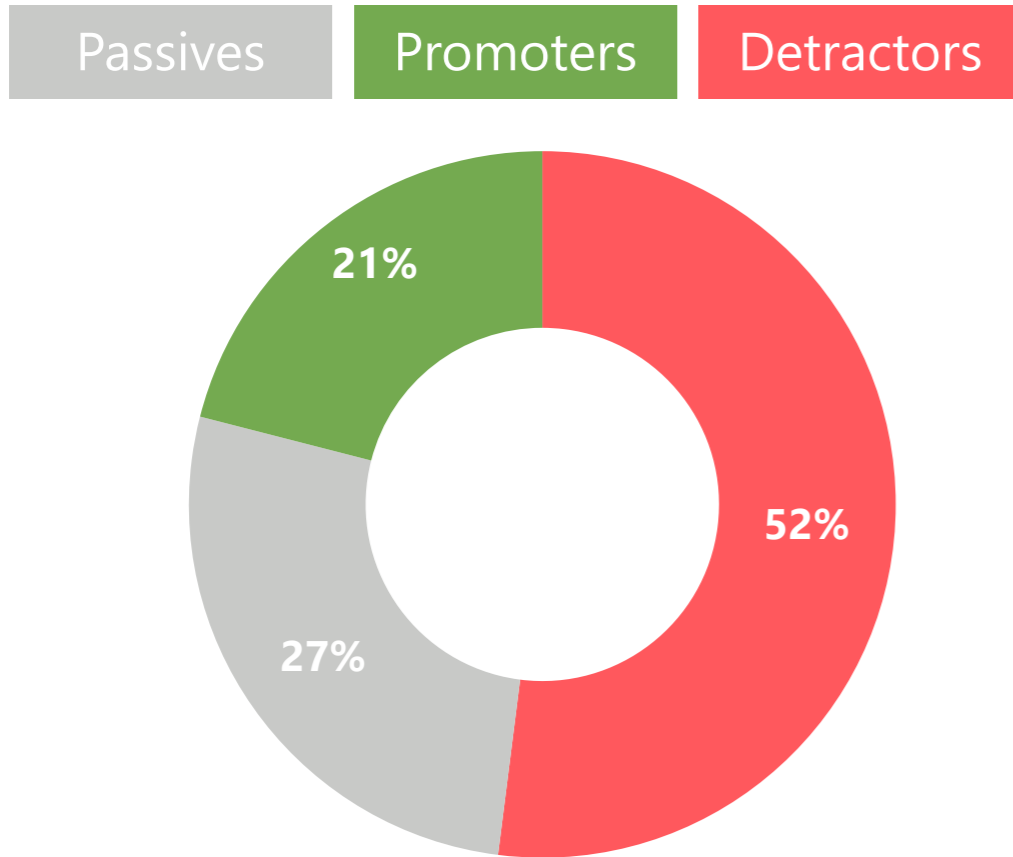
Large Energy Companies



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Social Research Institute Base: Adults aged 15+, interviewed face-to-face in Germany (1,001), UK (1,033), France (1,010), and by telephone in Norway (1,004), June 2016

Lack of trust also a here and now issue for consumers

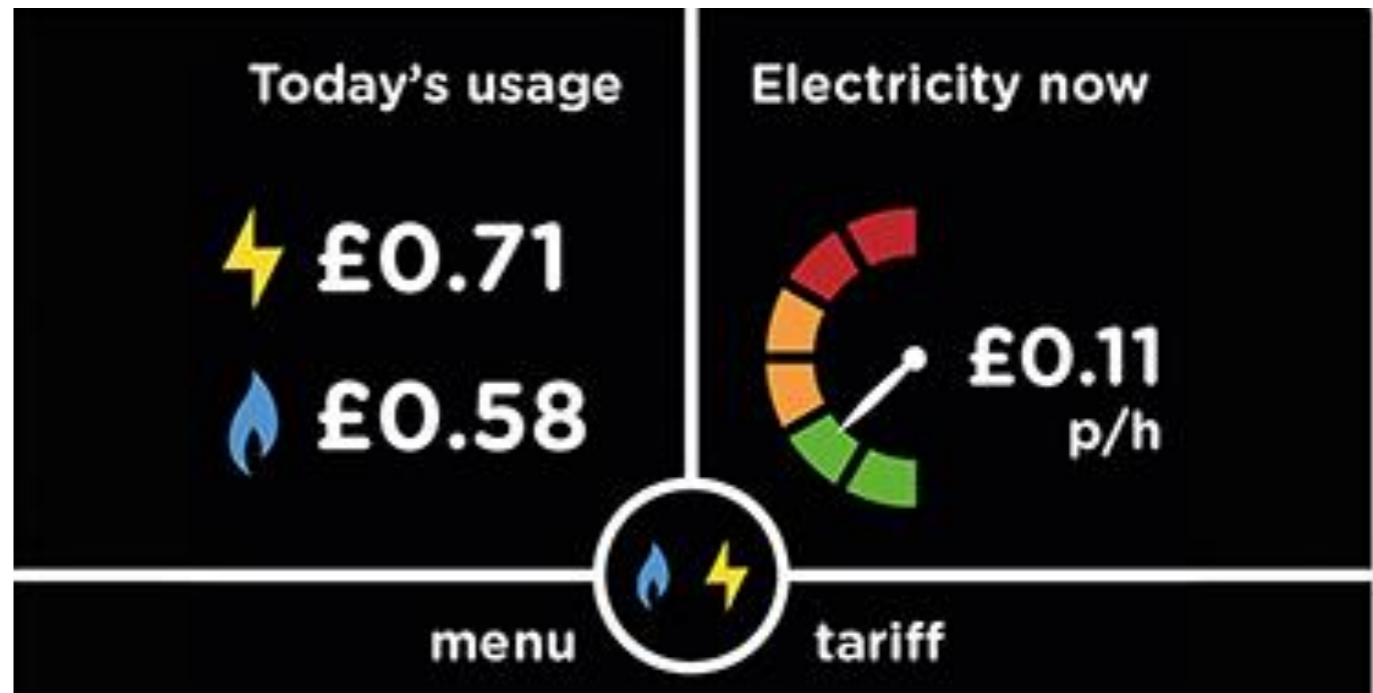
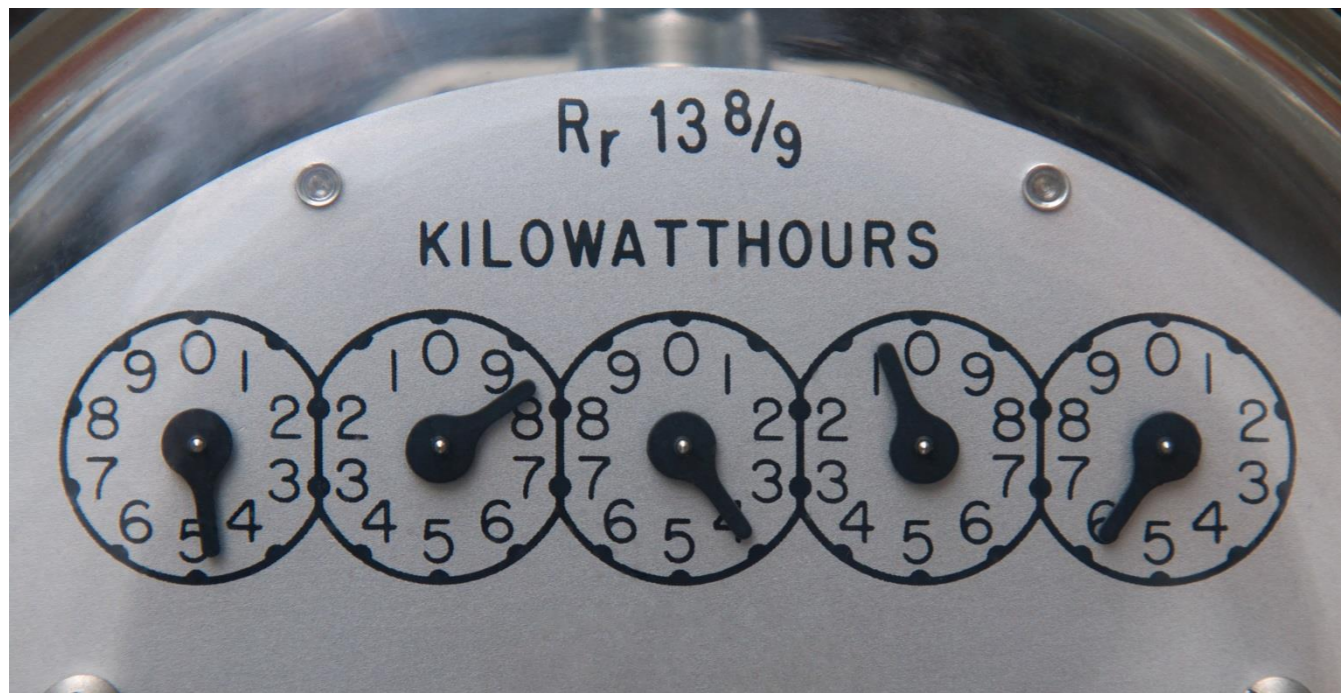


50% Trust their supplier to be **open** and **transparent**

45% Trust their supplier to provide them with **value for money**

Customers asked how likely they would be to **recommend** their supplier

66% say they wish their life was more simple



Smart meters are helping to give a sense of control

72% Satisfied with their smart meter

4%
dissatisfied

Top Benefits experienced

Budgeting

Accurate bills

Avoiding waste

Convenience

Positive Impacts measured

Taken energy action

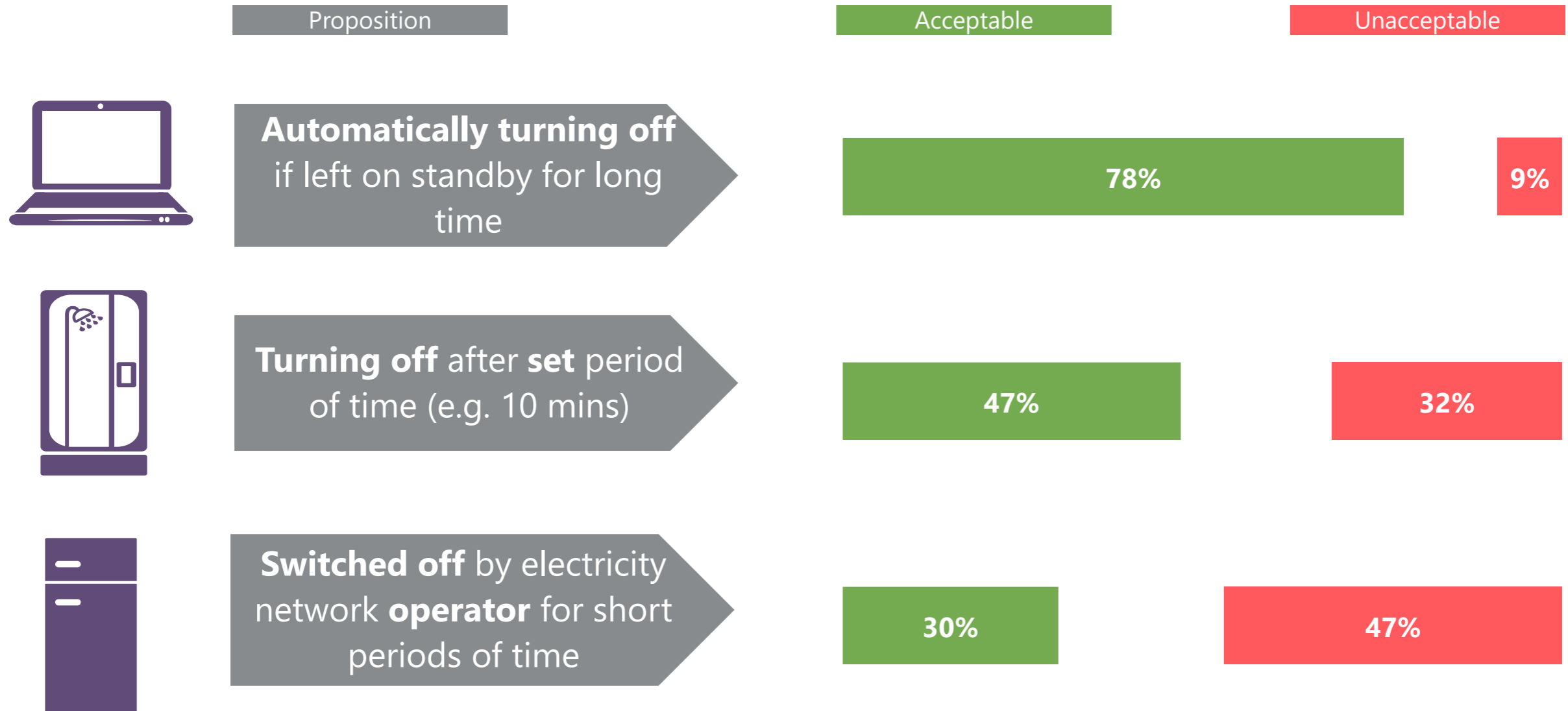
Less bill queries

Energy literacy

Supplier satisfaction



But how “smart” should we go?



Key principles for use of technology

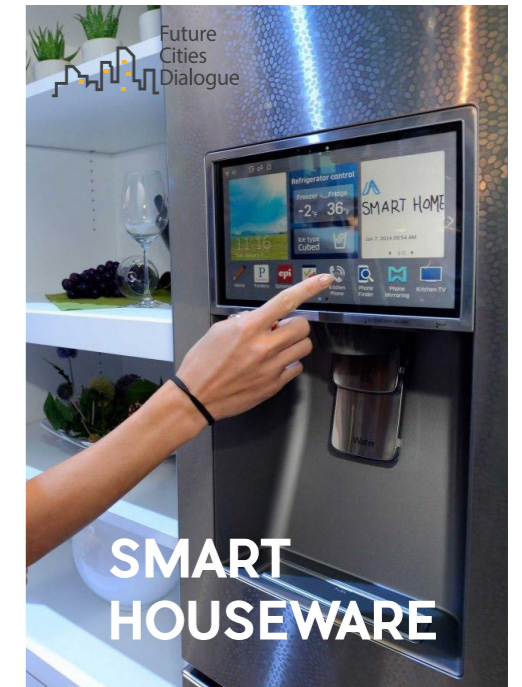
Key values from citizen discussions of urban futures

Secure & reliable technology

Smart devices can encourage positive behaviour but allow 'nudges' to be ignored

Data sharing can offer tailored services but needs to be secure

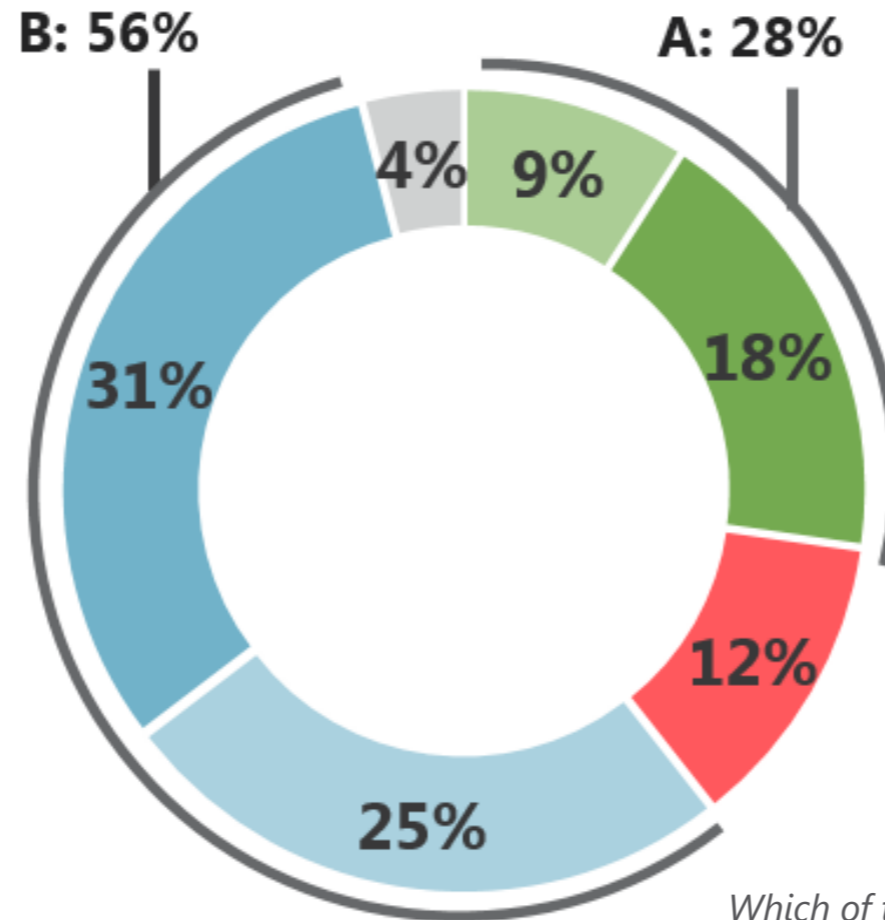
Allow for individual choices



Sharing our data is a very personal trade-off

Rather keep online info **private**

Happy sharing online information so government can tailor services



Which of the following statements, if any, comes close to your opinion?

■ Agree much more with B than A
■ Agree a little more with B than A

■ Don't know
■ Agree equally with both/ don't agree with either

■ Agree a little more with A than B
■ Agree much more with A than B

We find a broad range of views

“Happy to share” relaxed about sharing own information in most cases

“Depends who’s asking” - comfortable sharing own data where the value of doing so is clear (to them or others)

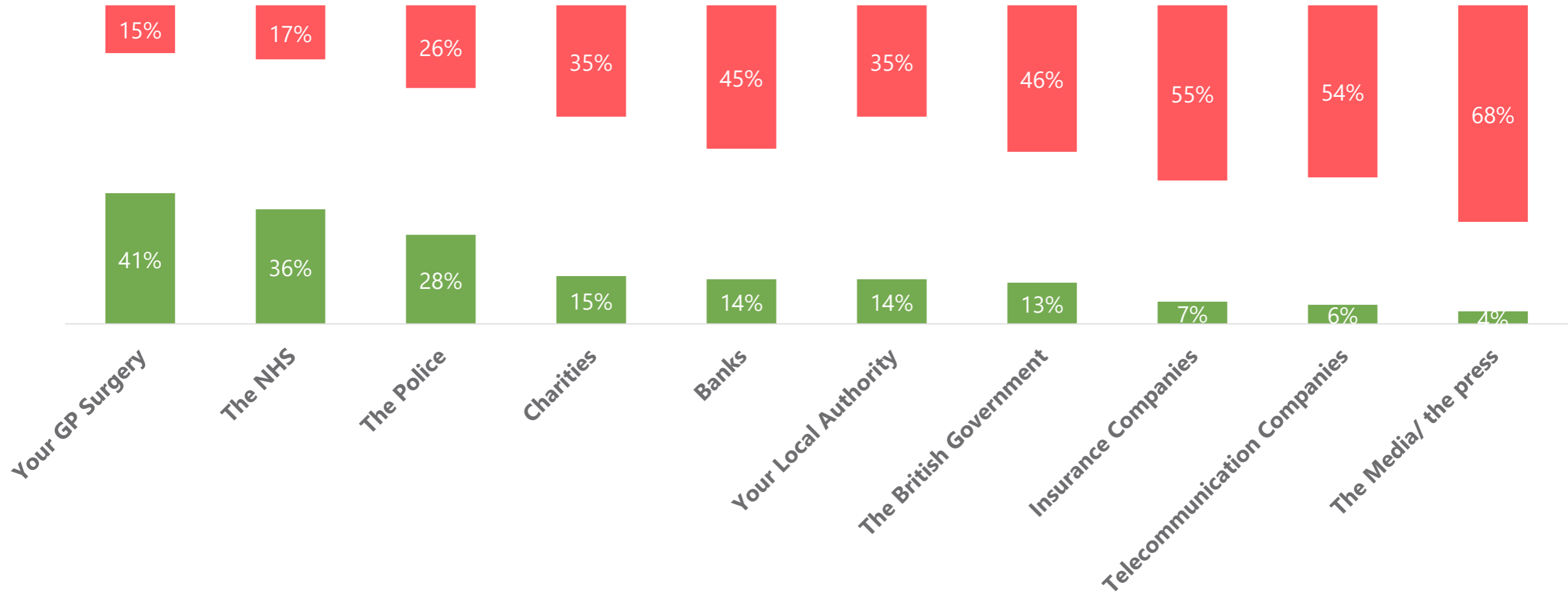
“Quid pro quo” - comfortable sharing own data where the value to them personally of doing so is clear

“Big brother” – reluctant to share own data in most/any circumstances

It's all about the WHO

Low Trust (0-4)

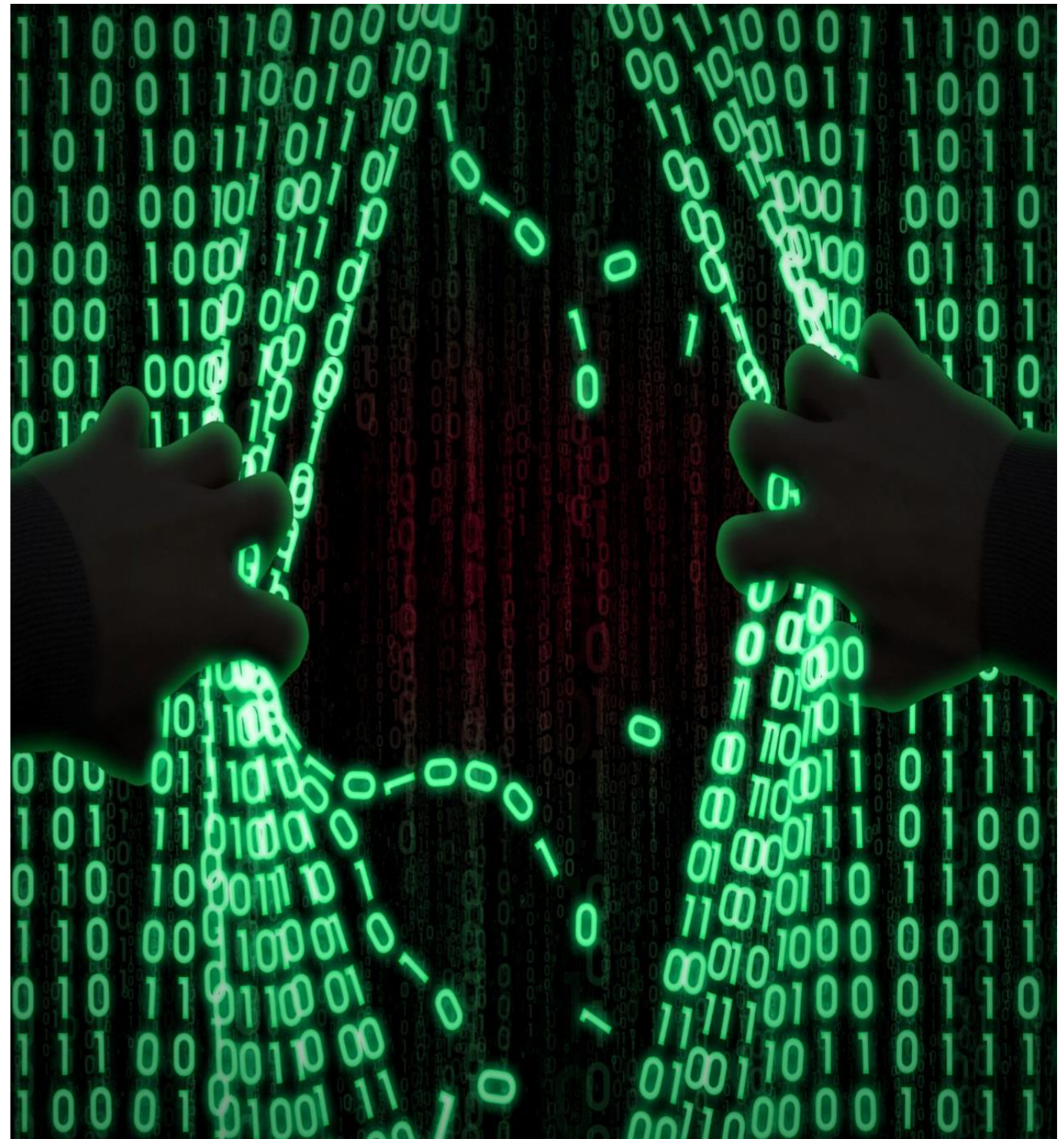
High Trust (8-10)



On a score of 0-10 how much you personally **trust** each of the **institutions** below to use your **data** appropriately.

A consumer perspective

- We want to **feel more in control** of our energy use – in own homes & across country as a whole
- **Smart meters** seen as a key part of this transition
- Energy data offers potential for huge innovation – some welcome **tailoring & innovation opportunities**
- But need to be clear, **who** wants to know **& what's in it for me?**



Thank you

Any questions?

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