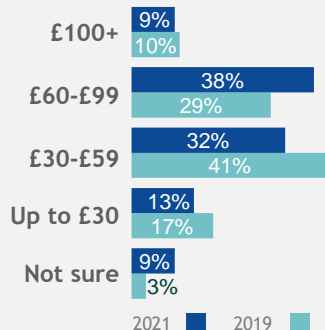


# DOMESTIC CONSUMER INSIGHT TRACKER 2021

## ENERGY SPEND AND PAYMENT

### Monthly electricity spend



## FINANCIAL ISSUES

19% have run out of credit on their electricity prepayment meter at least once in the last year



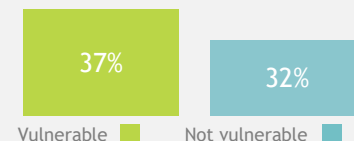
34% have reduced the amount of electricity they are using



28% have reduced the amount of gas they are using



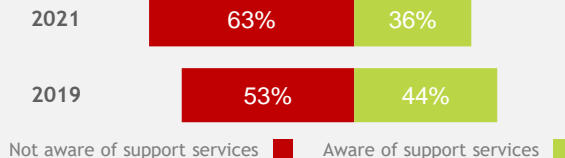
### ...incidence of reducing electricity usage



4% of electricity and 3% of gas customers have gone without other essentials to pay for their energy at least once over the past year

## SUPPORT SERVICES FOR VULNERABLE CUSTOMERS

Awareness of support services for vulnerable customers has decreased over the past two years



### ...usage of support services



95% of eligible customers have not signed up to utilise a support service offered by their supplier

## PAYING FOR FUTURE INVESTMENT

### Willingness to pay extra for future investment



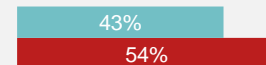
54% would be unwilling to pay anything extra on their bill for future investment

## DIGITAL EXCLUSION

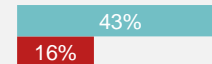


One in ten do not have access to the Internet

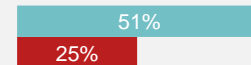
Feel they are on the best electricity deal



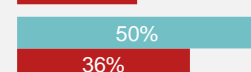
Compared electricity deal



Switched electricity supplier



Aware of suppliers obligations to protect consumers



Internet access No internet access

This study was conducted by the independent research company: