

SMART ENERGY GB – Smart Technology Business Survey

METHODOLOGY NOTE

ComRes interviewed 502 senior financial and operational decision-makers at GB companies with 250+ employees online between 27th September and 10th October 2016. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski:

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comresglobal.com

Smart Technology Business Survey

Q1_SUM. First of all, we'd like to ask about the general pressures that your organisation faces. Please indicate the extent to which each of the following have varied in the past 3 months, if at all.

SUMMARY TABLE

Base: All respondents

	Total	Increased significantly	Increased slightly	Stayed the same	Decreased slightly	Decreased significantly	Don't know/ Not applicable	NETS	
								Increased	Decreased
Cost of borrowing	502 100%	90 18%	122 24%	150 30%	76 15%	12 2%	52 10%	212 42%	88 18%
Cost of my business's energy	502 100%	105 21%	196 39%	133 26%	34 7%	7 1%	27 5%	301 60%	41 8%
Cost of petrol and/or diesel	502 100%	89 18%	220 44%	118 24%	33 7%	6 1%	36 7%	309 62%	39 8%
Cost of rent	502 100%	108 22%	164 33%	155 31%	18 4%	3 1%	54 11%	272 54%	21 4%

Smart Technology Business Survey

Q1_1. First of all, we'd like to ask about the general pressures that your organisation faces. Please indicate the extent to which each of the following have varied in the past 3 months, if at all.

Cost of borrowing

Base: All respondents

		Total
Total		502 100%
Increased significantly	(-2.0)	90 18%
Increased slightly	(-1.0)	122 24%
Stayed the same	(0.0)	150 30%
Decreased slightly	(1.0)	76 15%
Decreased significantly	(2.0)	12 2%
Don't know/ Not applicable		52 10%
NETS		
Net: Increased		212 42%
Net: Decreased		88 18%
Mean score		-.45
Standard deviation		1.07
Standard error		.05

Smart Technology Business Survey

Q1_2. First of all, we'd like to ask about the general pressures that your organisation faces. Please indicate the extent to which each of the following have varied in the past 3 months, if at all.

Cost of my business's energy

Base: All respondents

		Total
Total		502 100%
Increased significantly	(-2.0)	105 21%
Increased slightly	(-1.0)	196 39%
Stayed the same	(0.0)	133 26%
Decreased slightly	(1.0)	34 7%
Decreased significantly	(2.0)	7 1%
Don't know/ Not applicable		27 5%
NETS		
Net: Increased		301 60%
Net: Decreased		41 8%
Mean score		-.75
Standard deviation		.93
Standard error		.04

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Q1_3. First of all, we'd like to ask about the general pressures that your organisation faces. Please indicate the extent to which each of the following have varied in the past 3 months, if at all.

Cost of petrol and/or diesel

Base: All respondents

		Total
Total		502 100%
Increased significantly	(-2.0)	89 18%
Increased slightly	(-1.0)	220 44%
Stayed the same	(0.0)	118 24%
Decreased slightly	(1.0)	33 7%
Decreased significantly	(2.0)	6 1%
Don't know/ Not applicable		36 7%
NETS		
Net: Increased		309 62%
Net: Decreased		39 8%
Mean score		-.76
Standard deviation		.89
Standard error		.04

Smart Technology Business Survey

Q1_4. First of all, we'd like to ask about the general pressures that your organisation faces. Please indicate the extent to which each of the following have varied in the past 3 months, if at all.

Cost of rent

Base: All respondents

		Total
Total		502 100%
Increased significantly	(-2.0)	108 22%
Increased slightly	(-1.0)	164 33%
Stayed the same	(0.0)	155 31%
Decreased slightly	(1.0)	18 4%
Decreased significantly	(2.0)	3 1%
Don't know/ Not applicable		54 11%
NETS		
Net: Increased		272 54%
Net: Decreased		21 4%
Mean score		-.79
Standard deviation		.88
Standard error		.04

Smart Technology Business Survey

**Q2. Thinking about priorities for the British economy, how important or otherwise do you think it is to ensure the resilience of Great Britain's energy system?
By this we mean by making it easier for providers to respond to events (such as unexpected power outages) and effectively manage demand.**

Base: All respondents

		Total
Total		502 100%
Very important	(4.0)	339 68%
Fairly important	(3.0)	148 29%
Not very important	(2.0)	10 2%
Not at all important	(1.0)	3 1%
Don't know		2 *
NETS		
Net: Important		487 97%
Net: Not important		13 3%
Mean score		3.65
Standard deviation		.55
Standard error		.02

Smart Technology Business Survey

Q3_SUM. To what extent do you agree or disagree with each of the following statements about Great Britain's energy systems?

SUMMARY TABLE

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	NETS		
							Agree	Disagree	Mean
Great Britain's energy system needs a digital upgrade	502 100%	174 35%	242 48%	46 9%	8 2%	32 6%	416 83%	54 11%	3.24
Great Britain's energy system works well for British businesses at the current time	502 100%	84 17%	261 52%	115 23%	20 4%	22 4%	345 69%	135 27%	2.85
Great Britain's energy system is outdated	502 100%	116 23%	238 47%	97 19%	27 5%	24 5%	354 71%	124 25%	2.93

Smart Technology Business Survey

Q3_1. To what extent do you agree or disagree with each of the following statements about Great Britain's energy systems?

Great Britain's energy system needs a digital upgrade

Base: All respondents

		Total
Total		502 100%
Strongly agree	(4.0)	174 35%
Tend to agree	(3.0)	242 48%
Tend to disagree	(2.0)	46 9%
Strongly disagree	(1.0)	8 2%
Don't know		32 6%
NETS		
Net: Agree		416 83%
Net: Disagree		54 11%
Mean score		3.24
Standard deviation		.69
Standard error		.03

Smart Technology Business Survey

Q3_2. To what extent do you agree or disagree with each of the following statements about Great Britain's energy systems?

Great Britain's energy system works well for British businesses at the current time

Base: All respondents

		Total
Total		502 100%
Strongly agree	(4.0)	84 17%
Tend to agree	(3.0)	261 52%
Tend to disagree	(2.0)	115 23%
Strongly disagree	(1.0)	20 4%
Don't know		22 4%
NETS		
Net: Agree		345 69%
Net: Disagree		135 27%
Mean score		2.85
Standard deviation		.75
Standard error		.03

Smart Technology Business Survey

Q3_3. To what extent do you agree or disagree with each of the following statements about Great Britain's energy systems?

Great Britain's energy system is outdated

Base: All respondents

		Total
Total		502 100%
Strongly agree	(4.0)	116 23%
Tend to agree	(3.0)	238 47%
Tend to disagree	(2.0)	97 19%
Strongly disagree	(1.0)	27 5%
Don't know		24 5%
NETS		
Net: Agree		354 71%
Net: Disagree		124 25%
Mean score		2.93
Standard deviation		.82
Standard error		.04

Smart Technology Business Survey

Q3_AGREE. To what extent do you agree or disagree with each of the following statements about Great Britain's energy systems?

AGREE SUMMARY

Base: All respondents

	Total
Total	502 100%
Great Britain's energy system needs a digital upgrade	416 83%
Great Britain's energy system is outdated	354 71%
Great Britain's energy system works well for British businesses at the current time	345 69%
Agree with none	18 4%

Smart Technology Business Survey

Smart technology is used to describe where different hardware, communications and other technology are linked to provide systems that are “intelligent” - this is sometimes known as the “internet of things”, which is a proposed development of the Internet in which everyday objects have network connectivity, allowing them to send and receive data.

Q4. How important or otherwise do you think that smart technology will be for Britain's future economic growth?

Base: All respondents

		Total
Total		502 100%
Very important	(4.0)	295 59%
Fairly important	(3.0)	181 36%
Not very important	(2.0)	21 4%
Not at all important	(1.0)	2 *
Don't know		3 1%
NETS		
Net: Important		476 95%
Net: Not important		23 5%
Mean score		3.54
Standard deviation		.60
Standard error		.03

Smart Technology Business Survey

Q5. To what extent, if at all, are you considering the role of smart technology for your organisation's future business strategy?

Base: All respondents

	Total
Total	502 100%
We are already implementing smart technology in our business strategy	147 29%
Considering a great deal	211 42%
Considering a fair amount	88 18%
Considering a little	42 8%
Not considering at all	14 3%
NETS	
Net: Considering	341 68%

Smart Technology Business Survey

**Smart meters are being rolled out between now and 2020, updating the way in which our current energy system links to our homes and businesses.
Smart meters send data directly to energy suppliers, meaning that customers get accurate bills, and can see near real time information about their spending on gas and electricity.**

Q6. How important or unimportant do you think that the smart meter rollout is for Britain's economy?

Base: All respondents

		Total
Total		502 100%
Very important	(4.0)	220 44%
Fairly important	(3.0)	214 43%
Not very important	(2.0)	42 8%
Not at all important	(1.0)	22 4%
Don't know		4 1%
NETS		
Net: Important		434 86%
Net: Not important		64 13%
Mean score		3.27
Standard deviation		.79
Standard error		.04

Smart Technology Business Survey

Q7_SUM. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

Please select up to three in order, where 1 = of the greatest importance, 2 = of the second greatest importance and 3 = of the third greatest importance.

If you think that none of the options displayed here are important, please select 'none of these'.

SUMMARY TABLE

Base: All respondents

						NETS		
	Total	1 = of the greatest importance	2 = of the second greatest importance	3 = of the third greatest importance	None of these	Ranked in top 3	Not ranked in top 3	Mean
A resilient energy supply for business – by making it easier for providers to respond to events (such as unexpected power outages) and effectively manage demand	502 100%	105 21%	94 19%	66 13%	20 4%	265 53%	217 43%	1.85
Support for businesses' development of future products and services – by providing access to energy usage data	502 100%	62 12%	74 15%	94 19%	20 4%	230 46%	252 50%	2.14
Facilitate expansion in development of smart appliances – by enabling these appliances to interact with smart meters and the grid	502 100%	61 12%	75 15%	97 19%	20 4%	233 46%	249 50%	2.15
Increased use of renewable energy – by enabling Britain to make the most of times when renewable energy is in plentiful supply	502 100%	96 19%	86 17%	82 16%	20 4%	264 53%	218 43%	1.95
Facilitate expansion in use of electric vehicles – by making it easier to recharge vehicles at times when energy demand and prices are lower	502 100%	55 11%	55 11%	56 11%	20 4%	166 33%	316 63%	2.01
Increased competition in the energy market – by making it easier for consumers and businesses to understand their energy usage and switch between providers	502 100%	103 21%	84 17%	67 13%	20 4%	254 51%	228 45%	1.86

Smart Technology Business Survey

Q7_1. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

Please select up to three in order, where 1 = of the greatest importance, 2 = of the second greatest importance and 3 = of the third greatest importance.

If you think that none of the options displayed here are important, please select 'none of these'.

A resilient energy supply for business – by making it easier for providers to respond to events (such as unexpected power outages) and effectively manage demand

Base: All respondents

		Total
Total		502 100%
1 = of the greatest importance	(1.0)	105 21%
2 = of the second greatest importance	(2.0)	94 19%
3 = of the third greatest importance	(3.0)	66 13%
None of these		20 4%
NETS		
Net: Ranked in top 3		265 53%
Net: Not ranked in top 3		217 43%
Mean score		1.85
Standard deviation		.79
Standard error		.05

Smart Technology Business Survey

Q7_2. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

Please select up to three in order, where 1 = of the greatest importance, 2 = of the second greatest importance and 3 = of the third greatest importance.

If you think that none of the options displayed here are important, please select 'none of these'.

Support for businesses' development of future products and services – by providing access to energy usage data

Base: All respondents

		Total
Total		502 100%
1 = of the greatest importance	(1.0)	62 12%
2 = of the second greatest importance	(2.0)	74 15%
3 = of the third greatest importance	(3.0)	94 19%
None of these		20 4%
NETS		
Net: Ranked in top 3		230 46%
Net: Not ranked in top 3		252 50%
Mean score		2.14
Standard deviation		.81
Standard error		.05

Smart Technology Business Survey

Q7_3. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

Please select up to three in order, where 1 = of the greatest importance, 2 = of the second greatest importance and 3 = of the third greatest importance.

If you think that none of the options displayed here are important, please select 'none of these'.

Facilitate expansion in development of smart appliances – by enabling these appliances to interact with smart meters and the grid

Base: All respondents

		Total
Total		502 100%
1 = of the greatest importance	(1.0)	61 12%
2 = of the second greatest importance	(2.0)	75 15%
3 = of the third greatest importance	(3.0)	97 19%
None of these		20 4%
NETS		
Net: Ranked in top 3		233 46%
Net: Not ranked in top 3		249 50%
Mean score		2.15
Standard deviation		.81
Standard error		.05

Smart Technology Business Survey

Q7_4. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

Please select up to three in order, where 1 = of the greatest importance, 2 = of the second greatest importance and 3 = of the third greatest importance.

If you think that none of the options displayed here are important, please select 'none of these'.

Increased use of renewable energy – by enabling Britain to make the most of times when renewable energy is in plentiful supply

Base: All respondents

		Total
Total		502 100%
1 = of the greatest importance	(1.0)	96 19%
2 = of the second greatest importance	(2.0)	86 17%
3 = of the third greatest importance	(3.0)	82 16%
None of these		20 4%
NETS		
Net: Ranked in top 3		264 53%
Net: Not ranked in top 3		218 43%
Mean score		1.95
Standard deviation		.82
Standard error		.05

Smart Technology Business Survey

Q7_5. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

Please select up to three in order, where 1 = of the greatest importance, 2 = of the second greatest importance and 3 = of the third greatest importance.

If you think that none of the options displayed here are important, please select 'none of these'.

Facilitate expansion in use of electric vehicles – by making it easier to recharge vehicles at times when energy demand and prices are lower

Base: All respondents

		Total
Total		502 100%
1 = of the greatest importance	(1.0)	55 11%
2 = of the second greatest importance	(2.0)	55 11%
3 = of the third greatest importance	(3.0)	56 11%
None of these		20 4%
NETS		
Net: Ranked in top 3		166 33%
Net: Not ranked in top 3		316 63%
Mean score		2.01
Standard deviation		.82
Standard error		.06

Smart Technology Business Survey

Q7_6. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

Please select up to three in order, where 1 = of the greatest importance, 2 = of the second greatest importance and 3 = of the third greatest importance.

If you think that none of the options displayed here are important, please select 'none of these'.

Increased competition in the energy market – by making it easier for consumers and businesses to understand their energy usage and switch between providers

Base: All respondents

		Total
Total		502 100%
1 = of the greatest importance	(1.0)	103 21%
2 = of the second greatest importance	(2.0)	84 17%
3 = of the third greatest importance	(3.0)	67 13%
None of these		20 4%
NETS		
Net: Ranked in top 3		254 51%
Net: Not ranked in top 3		228 45%
Mean score		1.86
Standard deviation		.81
Standard error		.05

Smart Technology Business Survey

Q7_TOP. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

TOP RANK SUMMARY

Base: All respondents

	Total
Total	502 100%
A resilient energy supply for business – by making it easier for providers to respond to events (such as unexpected power outages) and effectively manage demand	105 21%
Increased competition in the energy market – by making it easier for consumers and businesses to understand their energy usage and switch between providers	103 21%
Increased use of renewable energy – by enabling Britain to make the most of times when renewable energy is in plentiful supply	96 19%
Support for businesses' development of future products and services – by providing access to energy usage data	62 12%
Facilitate expansion in development of smart appliances – by enabling these appliances to interact with smart meters and the grid	61 12%
Facilitate expansion in use of electric vehicles – by making it easier to recharge vehicles at times when energy demand and prices are lower	55 11%
None of these	20 4%

Smart Technology Business Survey

Q7_T3. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

TOP THREE RANK SUMMARY

Base: All respondents

	Total
Total	502 100%
A resilient energy supply for business – by making it easier for providers to respond to events (such as unexpected power outages) and effectively manage demand	265 53%
Increased use of renewable energy – by enabling Britain to make the most of times when renewable energy is in plentiful supply	264 53%
Increased competition in the energy market – by making it easier for consumers and businesses to understand their energy usage and switch between providers	254 51%
Facilitate expansion in development of smart appliances – by enabling these appliances to interact with smart meters and the grid	233 46%
Support for businesses' development of future products and services – by providing access to energy usage data	230 46%
Facilitate expansion in use of electric vehicles – by making it easier to recharge vehicles at times when energy demand and prices are lower	166 33%
None of these	20 4%

Smart Technology Business Survey

Q7_T3. Which, if any, of the following benefits of the smart meter rollout do you believe will be of greatest importance to the British economy?

TOP THREE RANK SUMMARY

Base: All respondents

Total

Average number of mentions

Total	
502	
100%	
2.93	

Smart Technology Business Survey

Q8. To what extent do you agree or disagree with the following statement?

I would welcome further discussion and information about the smart meter rollout from policy-makers and the energy industry

Base: All respondents

		Total
Total		502 100%
Strongly agree	(4.0)	207 41%
Tend to agree	(3.0)	228 45%
Tend to disagree	(2.0)	39 8%
Strongly disagree	(1.0)	13 3%
Don't know		15 3%
NETS		
Net: Agree		435 87%
Net: Disagree		52 10%
Mean score		3.29
Standard deviation		.73
Standard error		.03

Smart Technology Business Survey

Q9. To what extent do you agree or disagree with the following statement?

The Government should develop a plan for Britain to maximise the economic potential of smart meters, smart meter data and smart technologies

Base: All respondents

		Total
Total		502 100%
Strongly agree	(4.0)	203 40%
Tend to agree	(3.0)	238 47%
Tend to disagree	(2.0)	31 6%
Strongly disagree	(1.0)	17 3%
Don't know		13 3%
NETS		
Net: Agree		441 88%
Net: Disagree		48 10%
Mean score		3.28
Standard deviation		.73
Standard error		.03

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Q10. You have indicated that you think the Government should develop a plan for Britain to maximise the potential of smart meters. To what extent do you agree or disagree with the following statement about this plan?

Government should work alongside the business community to develop this plan.

Base: All who agree that the Government should develop a plan for Britain to maximise the economic potential of smart meters, smart meter data and smart technologies

		Total
Total		441 100%
Strongly agree	(4.0)	226 51%
Tend to agree	(3.0)	187 42%
Tend to disagree	(2.0)	16 4%
Strongly disagree	(1.0)	8 2%
Don't know		4 1%
NETS		
Net: Agree		413 94%
Net: Disagree		24 5%
Mean score		3.44
Standard deviation		.66
Standard error		.03

Smart Technology Business Survey

Q11. You have indicated that you think the Government should develop a plan for Britain to maximise the potential of smart meters. To what extent do you agree or disagree with the following statement about this plan?

The Government should be implementing this plan fully before the completion of the smart meter rollout

Base: All who agree that the Government should develop a plan for Britain to maximise the economic potential of smart meters, smart meter data and smart technologies

		Total
Total		441 100%
Strongly agree	(4.0)	198 45%
Tend to agree	(3.0)	201 46%
Tend to disagree	(2.0)	25 6%
Strongly disagree	(1.0)	4 1%
Don't know		13 3%
NETS		
Net: Agree		399 90%
Net: Disagree		29 7%
Mean score		3.39
Standard deviation		.64
Standard error		.03