

uSwitch.com Comments on Today's Announcement on Smart Meters



Released on: December 02, 2009, 12:45 pm

Author: uSwitch.com

Industry: [Energy](#)

uSwitch.com, the independent price comparison and switching service, welcomes today's announcement on [smart meters](#), but believes there are still a number of issues that need to be ironed out before the launch. Prime importance is to ensure that the final specification of the meters will meet consumers' needs and that enough focus is given to educating consumers on their use.

Ann Robinson, Director of Consumer Policy at uSwitch.com, says: "The introduction of smart meters is a positive step forward in the drive to ensure that all households get accurate, up-to-date [energy bills](#) and have the information they need to be able to monitor and lower their energy usage.

"Today's announcement shows that the Government and the energy industry are picking up the pace, although there are still a number of issues to iron out. The key concern for consumers is cost and how much the roll out of smart metering is likely to add to household energy bills. Our research shows that only 19% of consumers believe that a significant increase in household energy bills is a price worth paying and 57% of people are not even aware of what smart meters are. This suggests that without a proper education and consumer engagement programme there could be an uphill battle persuading households that they should be picking up the tab.

“There is much to be gained from the roll-out of smart meters so it's vital that all parties involved keep their eye on the main prize which is the benefit it will bring to consumers and the competitive market. If households are to get maximum value the specification has to be right and designed to put easy-to-understand information at people's finger tips, including historical usage data so they can manage their energy more easily, compare prices and find an energy plan or supplier that suits their needs. This is a huge opportunity for the industry to get consumers engaged in managing household energy, but there will only be one opportunity to get it right.”

[See the full version of this press release.](#)

For more information please contact:
Jo Ganly 0207 802 2915 / joganly@uswitch.com

About

uSwitch.com is a free, impartial online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones, personal finance products and car insurance.

uSwitch:

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)