

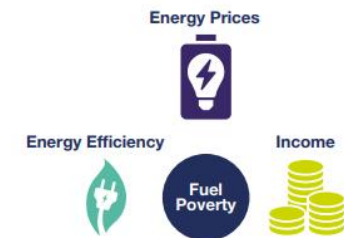
Orbit's Customer Research 2021



What's important to customers?



Fuel Poverty



Who are these customers ?

- More likely to be renting a home (89% renter vs 11% owner)
- Comprise a household containing children (41%)
- Be out of work / looking for work / in part-time work
- Occupying a home within a lower EPC band
- Living in a home in the Eastern or London region
- Main heating source is electric

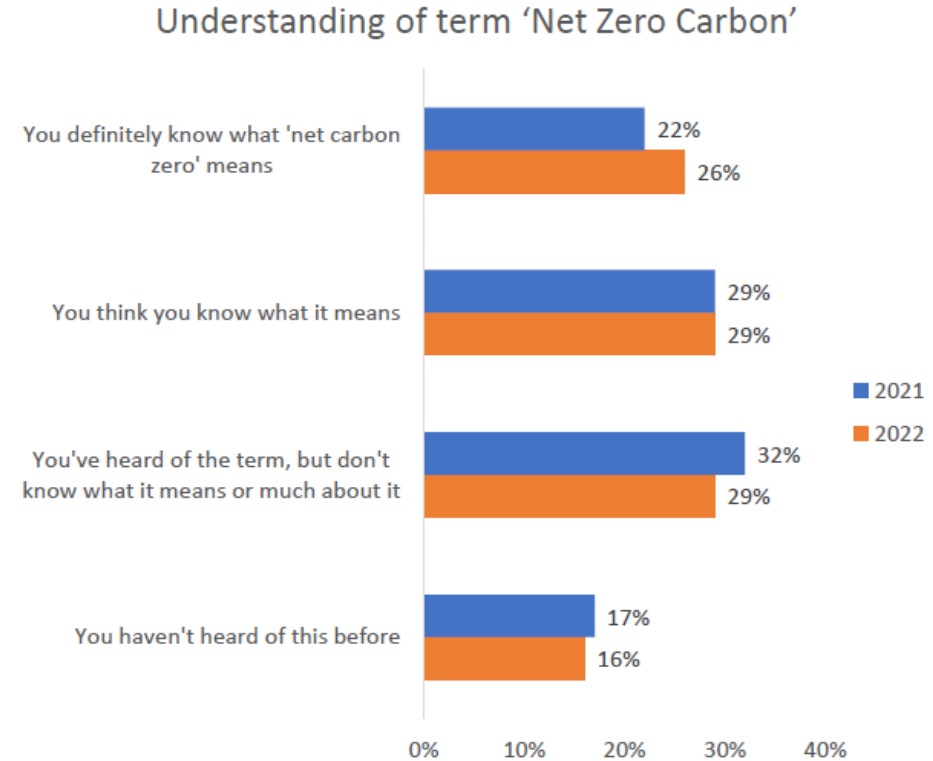
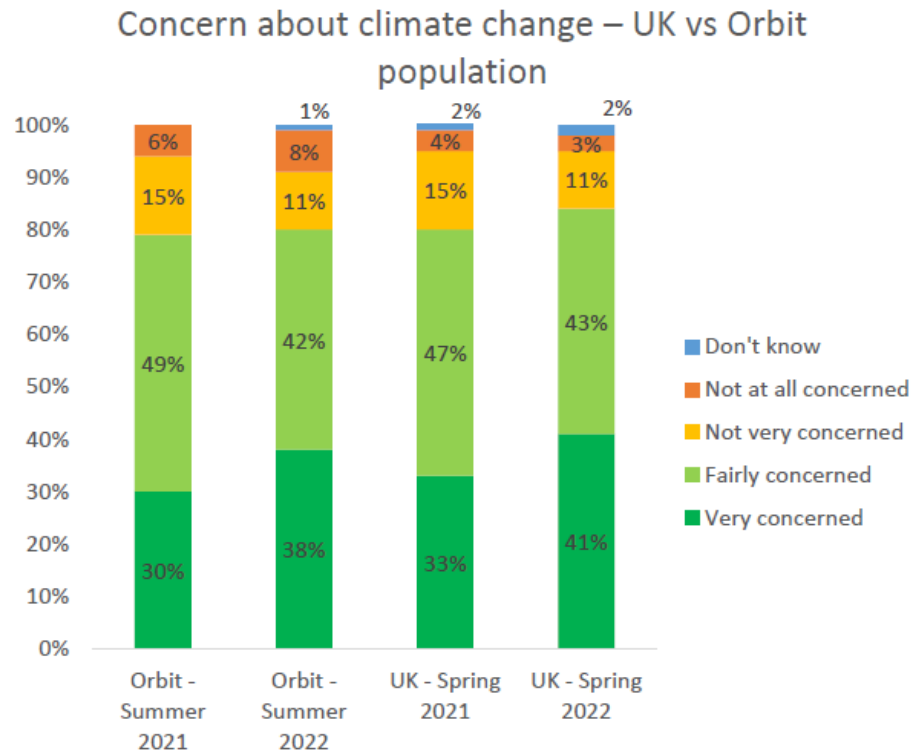
25% of customers have gone without heating in the past 12 months to save money

60% say they are paying more than 10% of take home pay on energy costs

Orbit's Customer Research 2022

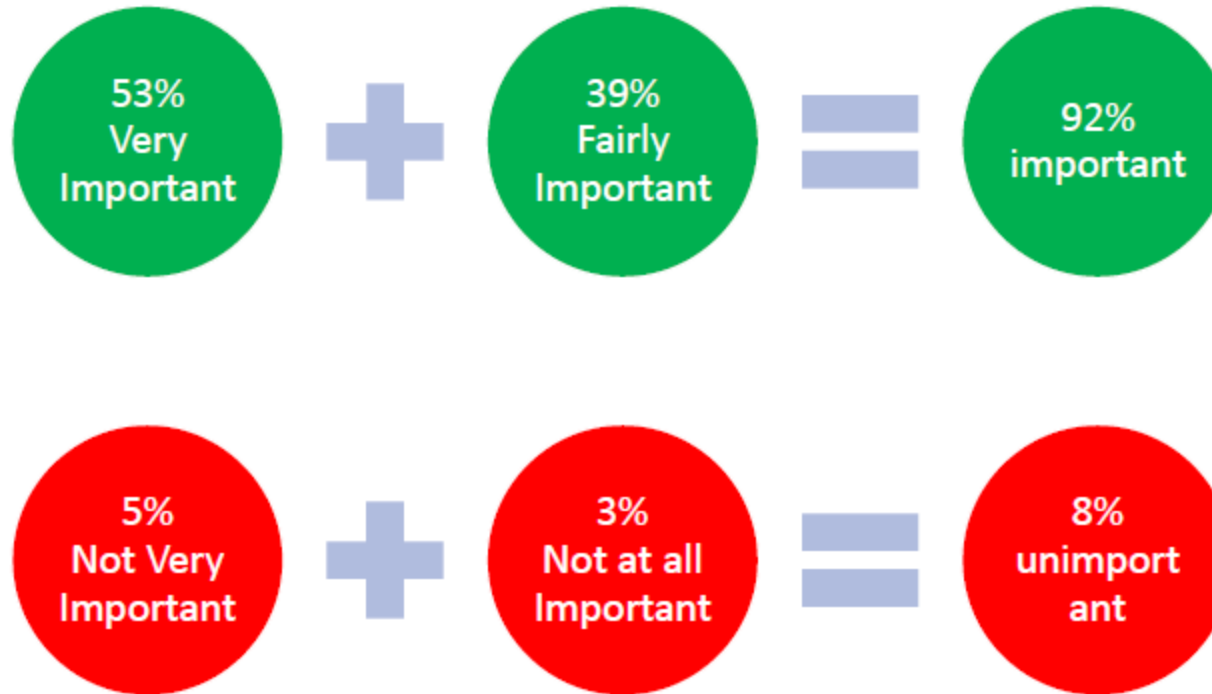
Concern regarding climate change has **increased marginally compared to 2021**. Understanding about the term 'Net Zero Carbon' remains **mixed but is slightly higher than last year**

Responses to the questions: *How concerned, if at all, are you about climate change?* and *Which of these statements best describes your understanding of 'net zero carbon'?*



Orbit's Customer Research 2022

Orbit decisions should protect environment



Orbit's Customer Research 2022

- 38% of respondents went without heating to save money (50% increase on 2021)
- Only 15% receiving energy-related discounts
- 44% unsure how much they spent on energy bills
- Of those who are, 80% now report spending more than 10% of their monthly income on energy



Your energy, our support

We are here. You are not on your own.

We are in this together.

#InItTogether

Better Days Campaign Update

Supporting Thriving Communities
'Better Home' objective:

To support our customers have a home that is safe, comfortable, affordable and warm

Telephone Energy Advice Service

- 500 telephone cases offering bespoke energy support: energy debt, vouchers, grants, efficiency advice, advocacy.
- Targeted via Tenancy triage to help most vulnerable

1,000 Winter Warmth Packs

- Simple measures to save energy & stay warm
- Pack includes: Blanket, flask, LED lightbulbs, wind up torch (powercuts)

50 Better Day's Energy events

- Targeted using Fuel poverty data to ensure events in fuel-poor areas
- Energy (and cost of living) advice sessions
- Winter fuel packs will be distributed