Supplemental Information

Supplement 1: Full online survey

Supplement 2: Validation checks with table

Supplement 3: Non-parametric statistically analysis results

Supplement 4: Perceived reasons for energy price hikes in 2022

## Supplement 1: Full online survey

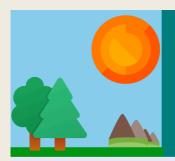


GX

#### Investigating the impact of energy security and climate change on becoming a prosumer!

You are invited to read the information below. Then click 'NEXT' for further instructions.

Thank you!



## Participate in our study!





### **Study invitation**

We would like to invite you to take part if you are 18 to 70 years old and live in the United Kingdom. In addition, you should be partly or completely responsible for your household's energy bills.

### What is this study about?

Thanks to smart phones and the internet, it is easier than ever for people to connect to others online and to be able to buy goods and services quickly and easily.

In the future, you will be able to use your smart phone and the internet to buy and sell electricity.

We want to better understand if householders would want to buy and sell their electricity if they could. Finding this out is important because it could affect energy security and climate change.





### What is involved if I decide to take part?

You should only participate if you want to; choosing not to take part will not disadvantage you in any way.

Before you decide, it is important for you to read the Participant Information Sheet carefully and discuss it with others if you wish.

After you click 'NEXT', you will be able to download the Participant Information Sheet to find out more!



ERAMS reference: ETH2324-1385

This study will take 5 to 10 minutes. \*\*\*If you are doing this study on a mobile phone, the text and tasks will display better if you rotate your screen. \*\*\* You can withdraw from the study at any time by closing your browser. Please note: Not everyone can take part in this particular study. To be eligible you must be able to answer YES to all of the following: • I am 18 to 70 years old . I am wholly or partly responsible for my household's energy bills • I live in the United Kingdom If you answer **NO** to any of the above, please close your browser now. Please download and read the Participant Information Sheet for full details about this study, then click 'NEXT' to proceed to the study. Informed Consent\_2023 **CONSENT FORM** Title of the Project: Investigating the impact of energy security and climate change on becoming a prosumer. Researchers: Sheina Orbell, Riccardo Russo, Denise Wallace, Richard Philpot, Neive Wright Statement of consent Please read each statement carefully and click a box at the bottom of the page to continue. 1. I confirm that I am 18 years or older. 2. I agree to participate in the research project "Investigating the impact of energy security and climate change on householders' intentions to switch to becoming prosumers" being carried out by Sheina Orbell, Riccardo Russo, Denise Wallace, Richard Philpot and Neive Wright. 3. This agreement has been given voluntarily and without coercion.

4. I have been given full information about the study and contact details of the researchers.
5. I have read and understood the information provided above.
6. I agree to have my anonymised data shared on publicly accessible repositories.
7. I agree to be contacted in the future by the researchers.
8. I have had the opportunity to ask questions about the research and my participation in it.
9. I consent to having my anonymised data processed as described in the Participant Information Sheet, Ethics ID: ETH2324-1385 (Version 1).
I confirm I am 18 to 70 years and live in the United Kingdom. I have read all of the above statements and agree to take part in this study.
○ Yes I agree to take part
○ No I do not agree to take part
creen-out question: non-bill payers are excluded from this study
Are you responsible (or jointly responsible) for the household energy bills?
O I am entirely responsible for the household energy bills
O I am responsible for some of the household energy bills
O I am not at all responsible for the household energy bills
rolific_ID
What is your Prolific ID? Please note that this response should auto-fill with the correct ID
\$(e://Field/PROLIFIC_PID)
ge and Gender
What is your age? (e.g. if you are 57 years old, enter the number 57 in the box)
(e.g. ii you are or years out, enter the number or iii the too.)

What is your gender?

 Female

 Male

 Non-binary

O I would like to describe my gender identity using the box below:

Ethnicity
What is your ethnic group?
Choose one option that best describes your ethnic group or background.
White  © English / Welsh / Scottish / Northern Irish / British
O Irish O Gypsy or Irish Traveller
O Any other White background
Mixed/Multiple ethnic groups  O White and Black Caribbean
O White and Black African
O White and Asian
O Any other Mixed/Multiple ethnic background
Asian/Asian British
O Indian
O Pakistani
○ Bangladeshi
O Chinese
O Any other Asian background
Black/ African/Caribbean/Black British
O African
O Caribbean
O Any other Black/African/Caribbean background
Other ethnic group
O Please describe your ethnic group
Education
The next set of questions is about your qualifications.
Have you completed an apprenticeship?
O yes
O no
Do you have a qualification at degree level or above? (e.g. Bachelor's degree, Master's degree, PhD, PGCE, chartership, NVQ level 4 or 5)
O yes
O no
Do you have an NVQ or equivalent qualification? National Vocational Qualifications or 'NVQs' are competency and skills-based qualifications that can be achieved in school, college or at work.
O NVQ level 3, BTEC National, OND or ONC, City and Guilds Advanced Craft
O NVQ level 2, BTEC General, City and Guilds Craft
O NVQ level 1 or equivalent
O None of these apply
Do you have an AS, A level or equivalent qualification?
O 2 or more A levels, 4 or more AS levels
O 1 A level, 2-3 AS levels
O 1 AS level
O None of these apply
Do you have a GCSE or equivalent qualification?
○ 5 or more GSCEs (A*-C, 9-4), O levels (passes) or CSEs (grade 1)
O Any other GCSEs, O levels or CSEs (any grades)
O Basic Skills course

O None of these apply					
Do you have any other qualifications? This  Select all that apply  Yes, in England or Wales  Yes, anywhere outside of England and Wales  None of these apply	could be equivalent qualifications a	achieved anywhere outside Eng	land and Wales.		
Do you have any other qualifications?  Other (please specify in the box provided)  No qualifications					
nnual income					
We would like to better understand the replease select the option below that best opension, trust fund, etc).  less than £20,000 per year  £20,001 to £40,000 per year  £40,001 to £60,000 per year  £60,001 to £80,000 per year  £80,001 to £120,000 per year  more than £120,000 per year				any source such as w	ages, benefits, savings,
Please selection the option that best described, etc.)  My monthly financial resources are:	Very insufficient  O	monthly financial resor	Just enough	expenses (e.g. rent or  Sufficient	mortgage, utilities,  Very sufficient
xperiment Introduction					
	se read this very		re you continue.	mation	

about what a 'consumer' is and what a 'prosumer' is.

It is vital that you read this information carefully and try to keep in mind what a prosumer is so that you understand the scenario.

Experiment screen1 (explanations) Security 1st Counter Balance

## What is a prosumer?

A '**consumer**' pays a utility company to supply them with energy from the grid.



Some households generate their own energy by installing solar panels, heat pumps or wind turbines and storing the energy from these devices in a battery. They are '**producers**'.

Households that are both producers and consumers are known as '**prosumers**'. They buy energy from the utility company when needed <u>and</u> contribute to the energy supply when they generate their own energy in excess of their needs <u>and</u> sell this energy back to the grid.

When you press 'NEXT' you will be given a scenario to read.

This will take a few minutes.

Your task is to read through the whole scenario **carefully**...think about it, then answer the questions about it at the end.

Take as little or as much time as you need to give your answers.

1\_No Threat / No Environmental Impact

Please take your time to read this scenario carefully before answering the questions that follow.

Becoming a prosumer will have **no effect on the supply or price of energy**.



Becoming a prosumer will have **no effect on CO<sub>2</sub> emissions**, **environmental protection** or unwanted climate change.







Please confirm that you have read the scenario and that you will answer all the following questions based on the above scenario which says that:

Becoming a prosumer will have no effect on the supply and price of energy OR on CO<sub>2</sub> emissions, environmental protection and unwanted climate change.

Please select 'Yes' to indicate that you have read the scenario and click 'NEXT' to continue.

O Yes I have read the scenario.

Please answer the following questions to express your view about becoming a prosumer.

All your answers must be based on the scenario that you have just read.

If I was in a position to do so, I would become a prosumer.



I would become a prosumer if I was in a position to do so.

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
Please select the option that best fits with your view:	0	0	0	0	0	0

To complete the sentence below, please read each statement carefully and choose the one that best fits with your view.

If I was in a position to become a prosumer, ....

- O I definitely would not
- O I probably would not.
- O I probably would.
- O I definitely would.

Based on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.

Please indicate how much you agree or disagree with the following statements.

For my household, becoming a prosumer would be...

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree
Important	0	0	0	0	0	0
Necessary	0	0	0	0	0	0
Beneficial	0	0	0	0	0	0
Worthwhile	0	0	0	0	0	0

Based on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting the country.

Please indicate how much you agree or disagree with the following statements.

For the country, becoming a prosumer would be....

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree
Beneficial	0	0	0	0	0	0
Important	0	0	0	0	0	0
Necessary	0	0	0	0	0	0
Worthwhile	0	$\circ$	0	0	$\circ$	0

#### 2\_No Threat / High Environmental Impact

## Please take your time to read this scenario carefully before answering the questions that follow.

Becoming a prosumer will have **no effect on the supply or price of energy**.



Becoming a prosumer will **reduce CO<sub>2</sub> emissions**, protect the environment and minimise unwanted climate change.







<br>

Please confirm that you have read the scenario and that you will answer all the following questions based on the above scenario which says that:

Becoming a prosumer will have no effect on supply or price of energy.

Becoming a prosumer will reduce CO<sub>2</sub> emissions, protect the environment and minimise unwanted climate change.

Please select 'Yes' to indicate that you have read the scenario and click 'NEXT' to continue

O Yes I have read the scenario.

f I was in a position to do so, I would							
	Unlikely				Likely		
0 1	2	3 4	5	6 7		8	9
Please select any point on the scale							
that is true for you:							
ould become a prosumer if I was	in a position to do so.						
	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agre	ee	Strongly agree
ease select the option that best fits with your w:	0	0	0	0	С	)	0
complete the sentence below, ple		ent carefully and	d choose the one that	t best fits with y	our view.		
was in a position to become a pro	osumer,						
I definitely would not.							
I probably would not.							
I probably would.							
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I probably would. I definitely would.  sed on the scenario you read in this case indicate how much you agree or my household, becoming a prosumportant rthwhile neficial cessary.	r disagree with the followner would be  Strongly disagree  Strongly disagree  strongly disagree  strongly disagree  strongly disagree  would, what is your opin r disagree with the followwould be	Disagree O O O O O O O O O O O O O O O O O O	Somewhat disagree	Somewhat agree	Agree C		0 0 0
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Please take your time to read this scenario carefully before answering the questions that follow.

Becoming a prosumer will help ensure an **uninterrupted supply** of energy at an **affordable price** even if a threat to energy security occurs.

Becoming a prosumer will have **no effect on CO<sub>2</sub> emissions**, environmental protection or unwanted climate change.









Please confirm that you have read the scenario and that you will answer all the following questions based on the above scenario which says that:

Becoming a prosumer will help ensure uninterrupted supply of energy at an affordable price even if a threat to energy occurs. Becoming a prosumer will have no effect on  $CO_2$  emissions, environmental protection or unwanted climate change.

Please select 'Yes' to indicate that you have read the scenario and click 'NEXT' to continue.

O Yes I have read the scenario.

Please answer the following questions to express your view about becoming a prosumer.

All your answers  $\underline{\text{must}}$  be based on the scenario that you have just read.

If I was in a position to do so, I would become a prosumer.

			Unlikely					Likely			
	0	1 2	2 3	3 4	4 :	5	6 7	7	8	9	10
Please select any											
Please select any point on the scale that is true for you:											

I would become a prosumer if I was in a position to do so.

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
Please select the option that best fits with your view:	0	0	0	0	0	0

To complete the sentence below, please read each statement carefully and choose the one that best fits with your view.

If I was in a position to become a prosumer, ....

- O I definitely would not
- O I probably would not.
- O I probably would.
- O I definitely would.

Based on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.

Please indicate how much you agree or disagree with the following statements.

For my household, becoming a prosumer would be...

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree
Beneficial	0	0	0	0	0	0
Necessary	0	0	0	0	0	0
Worthwhile	0	0	0	0	0	0
Important	0	0	0	0	0	0

Based on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting the country.

Please indicate how much you agree or disagree with the following statements.

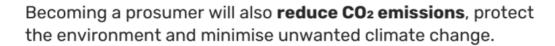
For the country, becoming a prosumer would be....

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree
Necessary	0	0	0	0	0	0
Important	0	0	0	$\circ$	0	0
Worthwhile	0	0	0	0	0	0
Beneficial	0	0	0	0	0	0

#### 4\_General Threat / High Environmental Impact

# Please take your time to read this scenario carefully before answering the questions that follow.

Becoming a prosumer will help ensure an **uninterrupted supply** of energy at an **affordable price** even if a threat to energy security occurs.











Please confirm that you have read the scenario and that you will answer all the following questions based on the above scenario which says that:

Becoming a prosumer will help ensure uninterrupted supply of energy at an affordable price even if a threat to energy security occurs. Becoming a prosumer will reduce CO<sub>2</sub> emissions, protect the environment and minimise unwanted climate change.

Please select 'Yes' to indicate that you have read the scenario and click 'NEXT' to continue.

O Yes I have read the scenario.

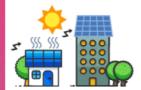
Please select any processes select any processes select any sould become a prosumer if I was in a position to do so.  Strongly disagree Disagree Somewhat disagree Somewhat agree Agree Strongly agree or disagree and in this study, what is your opinion about how you see 'prosuming' impacting your household.  I definitely would.  I definitely would.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I seed on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.  I definitely would.				Unlikely					Likely		
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Exp

If I was in a position to do so, I would become a prosumer.

## What is a prosumer?

A '**consumer**' pays a utility company to supply them with energy from the grid.



Some households generate their own energy by installing solar panels, heat pumps or wind turbines and storing the energy from these devices in a battery. They are 'producers'.

Households that are both producers and consumers are known as '**prosumers**'. They buy energy from the utility company when needed <u>and</u> contribute to the energy supply when they generate their own energy in excess of their needs <u>and</u> sell this energy back to the grid.

When you press 'NEXT' you will be given a scenario to read.

This will take a few minutes.

Your task is to read through the whole scenario **carefully**...think about it, then answer the questions about it at the end.

Take as little or as much time as you need to give your answers.

9 No Environmental Impact / No Threat

Please take your time to read this scenario carefully before answering the questions that follow.

Becoming a prosumer will have **no effect on CO<sub>2</sub> emissions**, **environmental protection** or unwanted climate change.

Becoming a prosumer will also have **no effect on the supply or price of energy**.









Please confirm that you have read the scenario and that you will answer all the following questions based on the above scenario which says that:

Becoming a prosumer will have no effect on  $CO_2$  emissions, environmental protection and unwanted climate change OR the supply and price of energy.

Please select 'Yes' to indicate that you have read the scenario and click 'NEXT' to continue.

O Yes I have read the scenario.

Please answer the following questions to express your view about becoming a prosumer.

All your answers <u>must be based on the scenario</u> that you have just read.

If I was in a position to do so, I would become a prosumer.



I would become a prosumer if I was in a position to do so.

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
Please select the option that best fits with your view:	0	0	0	0	0	0

To complete the sentence below, please read each statement carefully and choose the one that best fits with your view.

If I was in a position to become a prosumer, ....

- O I definitely would not
- O I probably would not.
- O I probably would.
- O I definitely would.

Based on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.

Please indicate how much you agree or disagree with the following statements.

For my household, becoming a prosumer would be...

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree
Important	0	0	0	0	0	0
Beneficial	0	0	0	0	0	0
Necessary	0	0	0	0	0	0
Worthwhile	0	0	0	0	0	0

Based on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting the country.

Please indicate how much you agree or disagree with the following statements.

For the country, becoming a prosumer would be....

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree
Worthwhile	0	0	0	0	0	0
Necessary	0	0	0	0	0	0
Important	0	0	0	0	0	0
Beneficial	0	0	0	0	$\circ$	0

#### 10\_High Environmental Impact / No Threat

## Please take your time to read this scenario carefully before answering the questions that follow.

Becoming a prosumer will **reduce CO<sub>2</sub> emissions**, protect the environment and minimise unwanted climate change.

Becoming a prosumer will have **no effect on the supply or price of energy**.









Please confirm that you have read the scenario and that you will answer all the following questions based on the above scenario which says that:

Becoming a prosumer will reduce  $CO_2$  emissions, protect the environment and minimise unwanted climate change. Becoming a prosumer will have no effect on supply or price of energy.

Please select 'Yes' to indicate that you have read the scenario and click 'NEXT' to continue.

O Yes I have read the scenario.

	Unlikely				Likely	
0 1	2	3 4	5	6	7 8	9 1
	_					
Please select any						
point on the scale that is true for you:						
I would become a prosumer if I was	in a position to do so					
Twodia become a prosumer in twas	in a position to do so.					
	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
Please select the option that best fits with your view:	0	0	0	0	0	0
To complete the sentence below, ple	ase read each stateme	ent carefully ar	nd choose the one that	best fits with y	our view.	
If I was in a position to become a pro-	osumer,					
O I definitely would not.						
O I probably would not.						
O I probably would.						
O I definitely would.						
Based on the scenario you read in this	study, what is your opin	ion about how y	ou see 'prosuming' imp	acting <u>your hous</u>	<u>ehold</u> .	
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	-	wing statements  Disagree		Somewhat agree	Agree	Strongly Agree
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11\_

If I was in a position to do so, I would become a prosumer.

Please take your time to read this scenario carefully before answering the questions that follow.

Becoming a prosumer will have **no effect on CO2 emissions**, environmental protection or unwanted climate change.

Becoming a prosumer will help ensure an **uninterrupted supply** of energy at an **affordable price** even if a threat to energy security occurs.







Please confirm that you have read the scenario and that you will answer all the following questions based on the above scenario which says that:

Becoming a prosumer will have no effect on  $CO_2$  emissions, environmental protection or unwanted climate change. Becoming a prosumer will help ensure uninterrupted supply of energy at an affordable price even if a threat to energy occurs.

Please select 'Yes' to indicate that you have read the scenario and click 'NEXT' to continue.

O Yes I have read the scenario.

Please answer the following questions to express your view about becoming a prosumer.

All your answers must be based on the scenario that you have just read.

If I was in a position to do so, I would become a prosumer.

			Unlikely					Likely			
	0	1 2	2 3	3	4 :	5	6 7	7	8 9	9 1	10
Please select any											
Please select any point on the scale that is true for you:	J										

I would become a prosumer if I was in a position to do so.

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
Please select the option that best fits with your view:	0	0	0	0	0	0

To complete the sentence below, please read each statement carefully and choose the one that best fits with your view.

If I was in a position to become a prosumer, ....

- O I definitely would not
- O I probably would not.
- O I probably would.
- O I definitely would.

Based on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting your household.

Please indicate how much you agree or disagree with the following statements.

For my household, becoming a prosumer would be...

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree
Worthwhile	0	0	0	0	0	0
Beneficial	0	0	0	0	0	0
Necessary	0	0	0	0	0	0
Important	0	$\circ$	0	0	0	0

Based on the scenario you read in this study, what is your opinion about how you see 'prosuming' impacting the country.

Please indicate how much you agree or disagree with the following statements.

For the country, becoming a prosumer would be....

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree
Beneficial	0	0	0	0	0	0
Necessary	0	0	0	$\circ$	0	0
Worthwhile	0	0	0	0	0	0
Important	0	0	0	0	0	0

#### 12\_High Environmental Impact / General Threat

## Please take your time to read this scenario carefully before answering the questions that follow.

Becoming a prosumer will **reduce CO<sub>2</sub> emissions**, protect the environment and minimise unwanted climate change.

Becoming a prosumer will also help ensure an **uninterrupted supply** of energy at an **affordable price** even if a threat to energy security occurs.









Please confirm that you have read the scenario and that you will answer all the following questions based on the above scenario which says that:

Becoming a prosumer will reduce CO<sub>2</sub> emissions, protect the environment and minimise unwanted climate change. Becoming a prosumer will help ensure uninterrupted supply of energy at an affordable price even if a threat to energy occurs.

Please select 'Yes' to indicate that you have read the scenario and click 'NEXT' to continue.

O Yes I have read the scenario.

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Thank you for your answers - You're nearly done!	portant orthwhile assed on the scenario you read in this ease indicate how much you agree or the country, becoming a prosumer portant orthwhile accessary aneficial  orehension Check - what is a prosumer A prosumer is someone who sells things. A prosumer is someone who buys things.	s study, what is your opin or disagree with the follow would be Strongly disagree	olion about how y	ou see 'prosuming' imp	Somewhat agree	Agree	Strongly Agr
Thank you for your answers - You're nearly done!	portant porthwhile cessary  ased on the scenario you read in this ease indicate how much you agree of the country, becoming a prosumer portant porthwhile cessary neficial  arehension Check - what is a prosumer that is a prosumer? Please select on A prosumer is someone who sells things. A prosumer is someone who buys things.	s study, what is your opin or disagree with the follow would be Strongly disagree	olion about how y	ou see 'prosuming' imp	Somewhat agree	Agree	Strongly Agr
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We would like to understand your living situation. Please answer all the following questions.	portant orthwhile seessary  ased on the scenario you read in this ease indicate how much you agree or or the country, becoming a prosumer portant orthwhile seessary seeficial  orehension Check - what is a pros hat is a prosumer? Please select on of A prosumer is someone who sells things. Of A prosumer is someone who buys things. Of A prosumer is someone who buys and sells Of I don't know.	s study, what is your opin or disagree with the follow would be Strongly disagree	olion about how y	ou see 'prosuming' imp	Somewhat agree	Agree	Strongly Agr
,	portant orthwhile seessary  ased on the scenario you read in this ease indicate how much you agree or or the country, becoming a prosumer portant orthwhile seessary seeficial  orehension Check - what is a pros hat is a prosumer? Please select on of A prosumer is someone who sells things. Of A prosumer is someone who buys things. Of A prosumer is someone who buys and sells Of I don't know.	s study, what is your opin or disagree with the follow would be  Strongly disagree  O O O Umer?  e answer.	Disagree	ou see 'prosuming' imp	Somewhat agree	Agree	Strongly Agr
	portant porthwhile cessary  ased on the scenario you read in this ease indicate how much you agree of the country, becoming a prosumer portant porthwhile cessary neficial  arehension Check - what is a prosumer portant is a prosumer? Please select on A prosumer is someone who sells things. A prosumer is someone who buys things. A prosumer is someone who buys and sells I don't know.  situation/dwelling questions	s study, what is your opin or disagree with the follow would be Strongly disagree  Output  umer?  e answer.	ion about how y wing statements	ou see 'prosuming' imp .  Somewhat disagree	sacting the country.	Agree	Strongly Agr
	portant orthwhile seessary  ased on the scenario you read in this ease indicate how much you agree or or the country, becoming a prosumer portant orthwhile seessary neficial  orehension Check - what is a pros hat is a prosumer? Please select on A prosumer is someone who sells things. A prosumer is someone who buys things. A prosumer is someone who buys and sells I don't know.  situation/dwelling questions	s study, what is your opin or disagree with the follow would be Strongly disagree  Output  umer?  e answer.	ion about how y wing statements	ou see 'prosuming' imp .  Somewhat disagree	sacting the country.	Agree	Strongly Agr
hat type of accommodation do you live in?	Please indicate how much you agree of the country, becoming a prosumer mportant Worthwhile Recessary Beneficial  Aprehension Check - what is a prosumer? Please select on A prosumer is someone who sells things.  A prosumer is someone who buys things.  A prosumer is someone who buys and sells  I don't know.  g situation/dwelling questions	s study, what is your opin or disagree with the follow would be  Strongly disagree  O O O Umer?  e answer.  things.  Thank/e would like to understan	ion about how y wing statements	ou see 'prosuming' imp .  Somewhat disagree	sacting the country.	Agree	Strongly Agr

O Flat, maisonette or apartment (includes purpose-built flats and flats within converted buildings)

What comes to mind when you think about environmental protection? (please select one)  Minimising unwanted climate change.  Reducing CO <sub>2</sub> emissions.  Minimising unwanted climate change and reducing CO <sub>2</sub> emissions.  Other  I don't know.  What comes to mind when you think about a threat to energy security? (please select one)  Not being able to use electricity whenever I need it at a price that I can afford.  Not being able to afford the electricity I need.  Other  I don't know					
Do you have solar panels on the roof of your home?    yes	<ul> <li>Owns outright</li> <li>Owns with a mortgage or loan</li> <li>Part-owns and part-rents (shared ownership)</li> <li>Rents (with or without housing benefit)</li> </ul>	current accommodation?			
Do you have a wind turbine on your property?  yes  to  Which of the following most closely describes the area where you live?  Mayor dry  Only  Item to learned or isolated develling  Regarding the following statements, please say how much you agree or disagree  Strongly disagree  Strongly disagree  Strongly disagree  Somewhat disagree  Somewhat disagree  Somewhat disagree  Somewhat gree  Somewhat gree  Strongly disagree  Somewhat disagree  Somewhat gree  Somewhat disagree  Somewhat d	O yes	?			
Which of the following most closely describes the area where you live?    Major city   Oity	O yes	your home?			
Major city Oity Otom Village Hamlet or isolated dwelling  Regarding the following statements, please say how much you agree or disagree Strongly disagree Somewhat disagree Somewhat disagree Somewhat agree Strongly agree Identify with my local region I am environmentally conscious.  What comes to mind when you think about environmental protection? (please select one) Minimising unwanted climate change and reducing CO <sub>2</sub> emissions. Minimising unwanted climate change and reducing CO <sub>2</sub> emissions. Other Other  What comes to mind when you think about a threat to energy security? (please select one) Not being able to use electricity whenever I need it at a price that I can afford. Other Other Other included the electricity I need. Other	O yes	perty?			
Identify with my local region	O Major city O City O Town O Village	cribes the area where you live?			
I dentify with my local region I am environmentally conscious.  What comes to mind when you think about environmental protection? (please select one)  Minimising unwanted climate change. Reducing CO <sub>2</sub> emissions. Minimising unwanted climate change and reducing CO <sub>2</sub> emissions. I don't know.  What comes to mind when you think about a threat to energy security? (please select one)  Not being able to use electricity whenever I need it. Not being able to use electricity whenever I need it at a price that I can afford. Not being able to afford the electricity I need. I don't know					
What comes to mind when you think about environmental protection? (please select one)  Minimising unwanted climate change.  Reducing CO <sub>2</sub> emissions.  Minimising unwanted climate change and reducing CO <sub>2</sub> emissions.  Other  I don't know.  What comes to mind when you think about a threat to energy security? (please select one)  Not being able to use electricity whenever I need it at a price that I can afford.  Not being able to afford the electricity I need.  Other  I don't know	Regarding the following statements, plea			Somouthat agrae	Strongly agree
<ul> <li>Minimising unwanted climate change.</li> <li>Reducing CO₂ emissions.</li> <li>Minimising unwanted climate change and reducing CO₂ emissions.</li> <li>Other</li> <li>I don't know.</li> </ul> erceived 'threat to energy security' What comes to mind when you think about a threat to energy security? (please select one) <ul> <li>Not being able to use electricity whenever I need it.</li> <li>Not being able to afford the electricity I need.</li> <li>Other</li> </ul> Other <ul> <li>I don't know</li> </ul>	I identify with my local region	Strongly disagree	Somewhat disagree	0	0
What comes to mind when you think about a threat to energy security? (please select one)  Not being able to use electricity whenever I need it.  Not being able to use electricity whenever I need it at a price that I can afford.  Not being able to afford the electricity I need.  Other  I don't know	I identify with my local region I am environmentally conscious.	Strongly disagree	Somewhat disagree	0	0
<ul> <li>Not being able to use electricity whenever I need it at a price that I can afford.</li> <li>Not being able to afford the electricity I need.</li> <li>Other</li> <li>I don't know</li> </ul>	I identify with my local region I am environmentally conscious.  erceived 'environmental benefit'  What comes to mind when you think about the model of the model	Strongly disagree  O O O O O O O O O O O O O O O O O O	Somewhat disagree	0	0
nergy Price Rises in 2022	I identify with my local region I am environmentally conscious.  erceived 'environmental benefit'  What comes to mind when you think about the comes to mind when you the comes to mind when	Strongly disagree  O O O O O O O O O O O O O O O O O O	Somewhat disagree	0	0
	I identify with my local region I am environmentally conscious.  erceived 'environmental benefit'  What comes to mind when you think about the commental of the	Strongly disagree  O O O O O O O O O O O O O O O O O O	Somewhat disagree  O  ease select one)	0	0

#### E

A government report revealed that UK household energy bills in 2022-23 increased to the highest levels on record.

We want to understand your personal view of the most likely causes of rising energy bills.

Please carefully read the items below that have been suggested by some as possible reasons. Click and drag the items into the order that most closely fits your own view. 1 will be what you see as the most important reason and 4 would be the least important reason.

•	Lack of investment in re	enewable energy									
•	Government energy po	licy									
В	elow are 4 likely ca	uses of rising e	nergy bills.								
Р	lease use the scale	to indicate how	v important yo	u think each o	ne is.						
		Not at all importa								Very important	
		1	2	3	4	5	6	7	8	9 10	)
	Energy companies maximising profits	J——									
	War in Ukraine										
	Lack of investment in renewable										
	energy										
	Government										
	energy policy	J									
urv	ey Feedback oppo	rtunity									
V	/e value your feedba	ack!									
W	/as there anything a	bout this study	that wasn't cl	ear? Anything	you'd like to co	omment on?					
0	therwise click 'NEX	T' and your pa	ticipation is co	omplete (you v	vill automatical	ly be re-direct	ed back to Pro	lific).			
	hank you so much f										
	,	,									

There are no right or wrong answers.

Energy companies maximising profits

• War in Ukraine

#### Supplement 2

### Preliminary analyses and validity checks

#### Comprehension, attention and counter-balancing

Of 1,000 participants, 59 were excluded for failing the comprehension check. Proportions of attentive/inattentive participants across groups were statistically comparable (p = 0.054; BF = 0.21) and counter-balancing was also successful (p's ≥ .05; BFs  $\leq$  0.33). For the latter analysis, we submitted the three dependent variables, in turn, to a univariate ANOVA as follows: 2 (energy security: absent-threat, presentthreat) x 2 (environmental protection: absent-benefit, present-benefit) x 2 (order: energy security threat first, environmental protection first). We report only the main effect and interaction effects for order here. The results for intention and country attitude were not statistically significant for the order main effect, two-way energy security x order and environmental protection x order interactions or the three-way energy security x environmental protection x order interaction (p's  $\geq$  .108). The Bayesian ANOVA evidence supported the null in all cases (BF's ≤ 0.03). For household attitude, the outcome was similar regarding the main effect and the energy security x order and the environmental protection x order interactions (p's  $\geq$ .488, BF's  $\leq$  0.04). However, the three-way energy security x environmental protection x order interaction was statistically significant (F(1,933) 4.086, p = .044,  $\eta_P^2 = 0.004$ ) though did not survive Bonferroni correction (a: 0.05/3 = .0167). The Bayesian ANOVA supported the null (BF = 0.02).

#### Randomisation

Randomised energy security/environmental protection sub-groups showed statistical equivalence regarding age, gender, education and annual income (p's ≥

.515, BF's  $\leq$  .01) shown in Supplemental Table 1. Sub-groups were also comparable regarding ethnicity, perceived monthly affordability of bills, dwelling type and whether they owned/rented their accommodation (p's  $\geq$  .367; BF's  $\leq$  0.04) (full details in supplement 1). In addition, 82.8% of participants (779/941) somewhat or strongly identified with their local region and 92% (864/941) somewhat or strongly agreed that they were environmentally conscious. Regarding local region, there was a statistically significant difference between groups ( $\chi^2(3)$  11.929, p = .008). However, following Bonferroni corrections ( $\alpha$  = .05/10 = .005) and taking into account that the BF evidence was anecdotal (BF = 1.42), this result is unreliable. There were no significant associations regarding sub-group and being environmentally conscious.

#### Other sociodemographic variable comparisons

Supplemental Table 1 further shows comparisons for ethnicity, perceived monthly affordability of bills, dwelling type and whether respondents owned or rented which were statistically comparable (ps  $\geq$  .367, BFs  $\leq$  0.02). Regarding whether participants identified with their local region, 62.5% somewhat agreed while a further 20.5% strongly agreed. The remainder somewhat (13.9%) or strongly (3.3%) disagreed. Pearson's chi square test revealed a statistically significant association between proportions of agree/disagree responses of the four sub-groups ( $\chi^2(3)$  11.929, p = .008), Cramer's V indicates an effect size of .113. However the equivalent Bayesian test revealed anecdotal evidence (BF = 1.42), suggesting an inconclusive result. When asked whether participants identified with being environmentally conscious, 64.1% somewhat agreed, 27.7% strongly agreed while the remainder somewhat/strongly disagreed (8.2%); sub-groups were statistically comparable regarding the matter (p = .434, BF = 0.04). Of 1000 respondents, 671 confirmed that they either owned their home outright (34.2%) or owned with a

mortgage (37.1%). Microgeneration technology such as solar panels, heat-pumps and wind turbines were not assessed as so few had been installed. Across subgroups, heat-pumps had been installed by 3.7% (25/671) participants, solar panels by 5.5% (37/671) while 1% (7/671) had installed both heat-pumps and solar panels. No-one had installed wind turbines. In summary, we found no evidence for between-groups differences regarding ethnicity, perceived monthly affordability of bills, dwelling type, homeowner status or whether participants regarded themselves as environmentally conscious. Whether or not participants identified with their local region was inconclusive.

		absent threat/absent		·			
		environ protection n=235	environ protection n=233	environ protection n=231	environ protection n=242	р	<b>BF</b> <sup>d</sup>
Age <sup>a</sup>	Mean (SD)	45.69 (15.21)	46.52 (14.50)	47.09 (14.32)	46.79 (14.99)	0.764	0.01
Gender <sup>b</sup>	female:male	127:107	122:107	115:114	122:118	0.790	< 0.0
Educationb	university/other tertiary education (n)	196	187	199	202	0.515	< 0.0
	secondary school (A-level or equivalent) (n)	20	23	19	24		
	secondary school (GCSE or equivalent) (n)	17	20	13	13		
	Other (n)	2	3	0	3		
Annual Income <sup>c</sup>	less than £20,000 per year (n)	24	32	23	33	0.974	< 0.0
7 IIII da. III da.	£20,001 to £40,000 (n)	80	72	76	79	0.07.	1 0.0
	£40,001 to £60,000 (n)	59	56	60	57		
	£60,001 to £80,000 (n)	31	33	39	35		
	80,001 to £120,000 (n)	30	28	25	25		
				8			
F.I a	more than £120,000 (n)	11 202	12 197	200	13	0.936	0.01
Ethnicity <sup>a</sup>	white (n)		-		208	0.936	0.0
	non-white (n)	33	36	31	34	0.000	
erceived Monthly Affordability of bills <sup>b</sup>	very insufficient (n)	5	6	2	7	0.923	< 0.0
	insufficient (n)	25	20	19	19		
	just enough (n)	83	77	79	79		
	sufficient (n)	95	106	103	110		
	very sufficient (n)	27	24	28	27		
Dwelling Type <sup>b</sup>	house/bungalow (n)	180	186	194	195	0.367	0.02
	flat/maisonnette/apartment (n)	54	47	37	47		
(	caravan/mobile home/temporary structure (n)	1	0	0	0		
Own/Rent <sup>b</sup>	owns outright	80	79	75	88	0.628	< 0.0
	owns with mortgate/loan	89	95	87	78		
	part-owns/part-rents (shared ownership)	1	1	3	3		
	rents (with or w/o housing benft)	63	54	64	72		
	lives rent-free	0	0	1	0		
l identify with my local regiona	yes:no	186:49:00	202:31:00	202:29:00	189:53:00	0.008	1.42
I am environmentally conscious <sup>a</sup>	yes:no	212:23:00	218:15:00	209:22:00	225:17:00	0.434	0.04
p < .05; ** p < 0.01							
One-way ANOVA.							
Pearson Chi Square for independence.							
Chi Square for independence performed but	w e report Likelihood Ratio test results because of son	ne small cell sizes.					

#### Supplement 3

#### Non-parametric results

#### Energy security threat absent: pairwise comparisons

Both frequentist and Bayesian Mann-Whitney U results (Z = -6.636, p < .001, r = -0.31; BF > 100) were consistent with the parametric results.

#### Energy security threat present: pairwise comparisons

For the non-parametric results, the frequentist Mann-Whitney U test similarly revealed a statistically significant difference for ctry attitudes (Z = -2.652, p = .008, r = -.12) but not intention or hh attitudes (p's  $\ge .119$ ). However, the Bayesian Mann-Whitney U result was inconclusive, providing anecdotal evidence for a benefit-present vs. benefit-absent difference: BF = 2.24.

#### Environmental protection benefit absent: pairwise comparisons

The non-parametric frequentist and Bayesian evaluations were congruent, providing evidence in favour of a between-groups difference for intention (Z = -6.820, p < .001, r = -.32; BF > 100), hh attitudes (Z = -7.040, p < .001, r = -.33; BF > 100) and ctry attitudes (Z = -6.762, p = < .001, r = -.31; BF > 100).

#### Environmental protection benefit present: pairwise comparisons

The Mann-Whitney U frequentist and Bayesian tests for intention and ctry attitudes, consistent with the frequentist results, supported the null (p's  $\geq$  .111; BFs  $\leq$  0.23). For hh attitudes, the frequentist Mann-Whitney U was statistically significant (Z = -2.606, p = .009, r = -.12), while the Bayesian comparison revealed anecdotal evidence (BF = 2.76).

Supplemental Table 2: Medians and Interquartile ranges (IQRs) for the energy security threat by environmental protection benefit simple main effects on intention, household attitudes and country attitudes to become a prosumer.

	Environmental benefit	
Intention to prosume <sup>a</sup>	Benefit absent	Benefit present
Energy Security Threat	Median (IQR)	Median (IQR)
Threat absent	-0.3 (-0.9 - 0.4)	0.0 (-0.3 - 0.9)
Threat present	0.0 (-0.3 - 0.9)	0.4 (-0.1 - 0.9)
Attitude to household becoming prosumer	Benefit absent	Benefit present
<b>Energy Security Threat</b>	Median (IQR)	Median (IQR)
Threat absent	4.0 (3.0 - 4.8)	4.8 (4.0 - 5.3)
Threat present	4.8 (4.0 - 5.3)	4.8 (4.3 - 5.5)
Attitude to the country		Benefit
becoming prosumer	Benefit absent	present
<b>Energy Security Threat</b>	Median (IQR)	Median (IQR)
Threat absent	4.0 (3.0 - 5.0)	5.0 (4.5 - 5.5)
Threat present	4.8 (4.3 - 5.5)	5.0 (4.5 - 5.8)

Threat absent (n=467); Threat present (n=474); Benefit absent (n=465); Benefit present (n=476).

<sup>&</sup>lt;sup>a</sup> Negative values indicate a lower level of intention to prosume; positive values indicate a higher level of intention to prosume.

#### Supplement 4

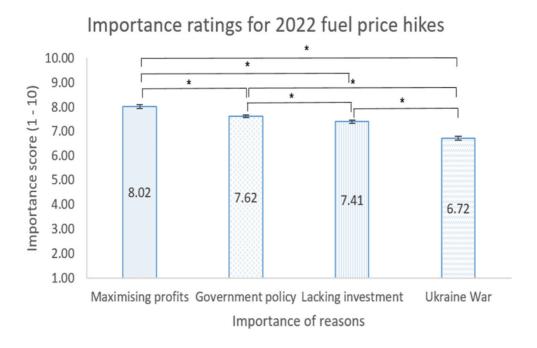
#### Perceived reasons for energy price hikes in 2022

A paucity in current knowledge relates to householders' perceptions about the source of energy costs, particularly regarding the unexpectedly high energy costs in 2022. We used rank aggregation to show a clear consensus regarding 4 possible reasons.

Rank aggregation indicated that participants converged on energy companies' profit-maximising as the biggest likely cause of the 2022 price hike. This outcome was based on the mean ranks for 'Energy companies maximising profits'; 'Government energy policy'; 'War in Ukraine'; and 'Lack of investment in renewable energy' which were 1.88; 2.67; 2.68; and 2.77, respectively. The optimal ranked list (Pihur, Datta, & Datta, 2009) was: 1) 'Energy companies maximising profits', 2) 'Government energy policy', 3) 'Lack of investment in renewable energy', 4) 'War in Ukraine'. Spearman's Footrule Distance was 3.90, indicating very good rank consensus between participants (Dinu & Manea, 2006).

We further showed that each reason differed significantly from the other. However, all received relatively high scores suggesting that although one reason, maximising profits won out, all four reasons are considered important. This evidence was based on a 4 (importance rating: 'Government energy policy', 'Lack of investment in renewable energy', 'Energy companies maximising profits', 'War in Ukraine') x 2 (energy security: present vs. absent) x 2 (environmental protection: present vs. absent) mixed ANOVA, treating the rating scale (1 – 'not important at all' to 10 – 'very important) as the dependent variable with reasons for energy price hike as within-subject variable and energy security and environmental protection as

between-subjects variables. We found a statistically significant main effect for importance rating only (F(3, 2796) 62.914, p < .001,  $\eta_P^2$  = .063) confirmed by extremely strong Bayesian evidence (BF > 100). Follow-up frequentist and Bayesian Tukey pairwise comparisons are presented in Fig. 1s.



**Fig.1s|Importance ratings for 2022 fuel price hikes follow-up analysis.** Maximising profits was significantly more important than government policy, poor investment and the Ukraine War, respectively, (M = 8.02, SE = 0.07 > M = 7.62, SE = 0.06 > M = 7.41, SE = 0.07 > M = 6.72, SE = 0.08) (p's ≤ .001; BF's > 100), as Fig. 4 shows. Government policy was significantly more important than poor investment (p = .034) but Bayesian evidence was anecdotal (BF = 1.55), indicating inconclusive evidence for a difference in importance between these two reasons. Government policy was significantly more important than the Ukraine war (p ≤ .001; BF > 100). Poor investment was statistically significantly more important than the Ukraine war (p < .001; BF > 100). Regarding our independent factors, these differences did not significantly interact with energy security (F(3, 2796) < 1. p = .686; BF < 0.01), environmental protection (F(3, 2796) < 1. p = .525; BF < 0.01) or 3-way interaction between importance rating, energy security and environmental protection (F(3,2796) < 1, p = .775; BF < 0.01). The main effects for energy security, environmental protection and their interaction were also not statistically significant (F's (1,932) < 1, p's ≥ .377; BF's ≤ 0.02).