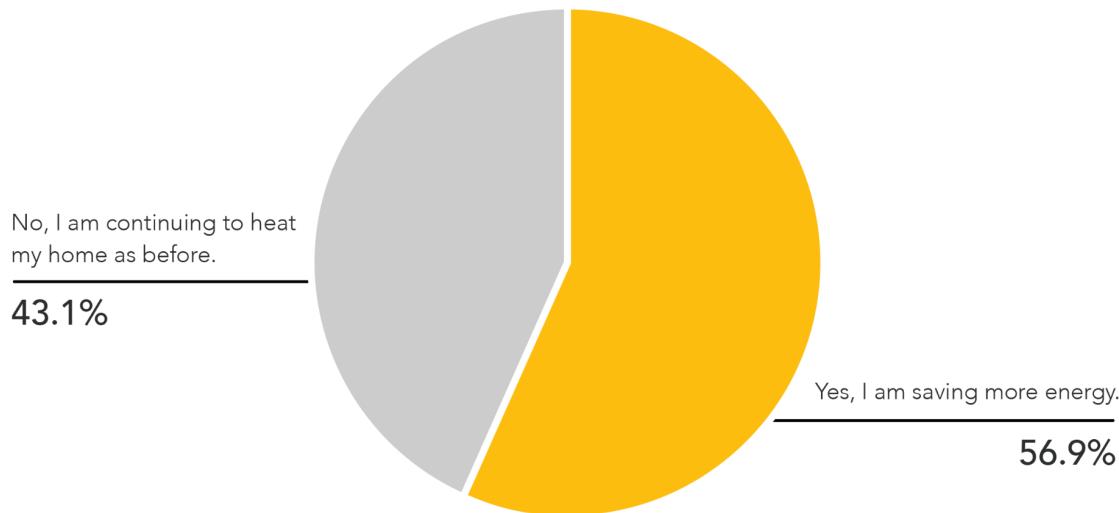


57% of Europeans reduced their energy consumption since the war in Ukraine started

Most people are using less energy due to high prices, to reduce reliance on imported gas from Russia and for environmental reasons

Have you changed your heating and energy consumption since the war in Ukraine started?



15,000 tado° users polled across Europe in April 2022

London, 03.05.2022 - A new study from tado° has found that 57% of homes across the European continent are using less energy in March than in previous years.¹ Of all respondents to the poll who reduced their energy consumption, 66% want to avoid high energy prices, 18% want to reduce reliance on imported gas from Russia and 16% want to save energy for environmental reasons.

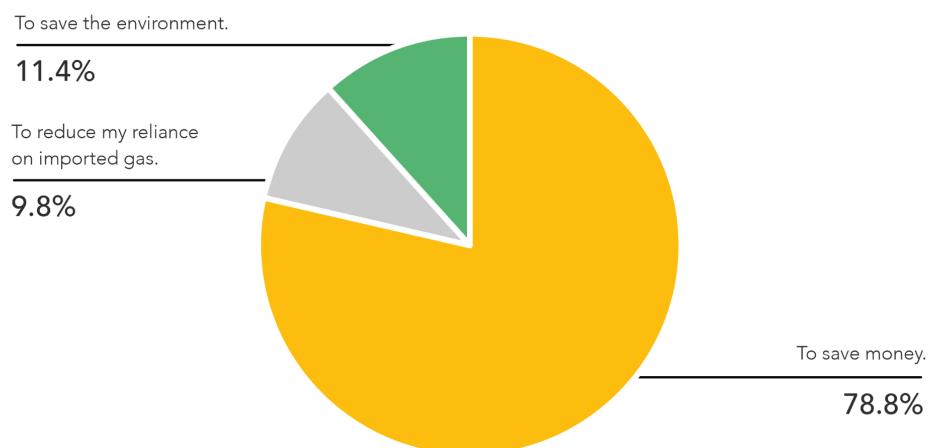
¹ 15,000 tado° customers polled in April 2022

Surveying over 15,000 tado° customers across Europe, the study looked at energy savings, and asked if recent events had affected people's personal energy consumption.

Since the war in Ukraine started, governments, businesses and households are looking for ways to reduce their reliance on imported energy, particularly natural gas. The results of this show that Europeans are taking energy efficiency seriously, and are now taking action.

In the UK, only 4% of gas is imported from Russia, however the market is particularly sensitive to the high cost of energy, where gas prices have risen recently 64% for the average UK household's typical consumption.² 78.8% of UK respondents polled stated their main reason for reducing their energy was to save money, a significantly higher proportion than other countries, showing that UK households are feeling the squeeze. Only 11.4% of British respondents claimed they were reducing energy for environmental reasons, and 9.8% to reduce their reliance on imported gas, highlighting that most British homes are thinking with their wallets ahead of other environmental or political issues.

Why are you saving more energy now?



3,500 tado° users in April 2022

(Refers to 3,500 UK households, polled in April 2022)

² UK Government:

<https://www.gov.uk/government/news/uk-to-phase-out-russian-oil-imports#:~:text=The%20UK%20is%20not%20dependent,than%204%25%20of%20our%20supply>

However in Germany, 40% of gas used in the first quarter 2022 was imported from Russia.³ 27% of Germans mention the reduction of dependence on imported Russian gas as the main reason for reducing their energy consumption. This is the highest value compared to other surveyed European states. It shows the nation's desire to move away from Russian imports.

According to the EU, 79% of the energy consumed in a home is used for heating and hot water, typically powered by gas consumption⁴. This reliance on gas for heating directly links the recent political events to the comfort level of European homes. The results of the study show that homes across Europe are responding, and actively trying to reduce their impact.

About tado°

tado° is the European leader in intelligent home climate management. As the only cross-manufacturer platform, tado° Smart Thermostats and services connect with any kind of heating or cooling system. Customers benefit from energy-saving technology such as Geofencing and Open Window Detection as well as time-of-use energy offerings. Founded in Munich, 2011, and with 180 employees, tado° reshapes the way energy is consumed for more comfort, savings, and in sync with nature. www.tado.com

Images

For more high-resolution images of tado° products please click [here](#).

Press Contact

Cameron Wood

cameron.wood@tado.com

³ BMWK:

https://www.bmwk.de/Redaktion/DE/Downloads/Energie/0325_fortschrittsbericht_energiesicherheit.pdf?blob=publicationFile&v=14

⁴ European Commission: https://energy.ec.europa.eu/topics/energy-efficiency/heating-and-cooling_en