

## When the temperature drops below 14°C, Brits turn up the heat

**London, 11.10.2019** - A new study from intelligent home climate management company tado° has found that, on average, Brits first turn on their post-summer heating when the outside temperature drops to 13.5°C, but there's a difference between Southerners, Northerners, and Scots.



The average outdoor temperature needed to get Southern English people to first turn on their thermostat after the summer is 13.5°C. Northerners wait for it to drop to 13°C, while Scots hold out until the temperature falls to just 12.5°C. The average inside temperature at this time is 20.5°C for Southerners, 20°C for Northerners, and 19.5°C for Scots.<sup>1</sup>

Perhaps unsurprisingly, the findings show that the further north you live, the more likely you are to tolerate both a colder outdoor and indoor temperature. Welsh people are, however, the first to turn on the thermostat when the outdoor temperature drops to 14°C, even though Wales is further north than southern England. As of the second week of October, approximately 95% of Brits had switched their heating on since the summer.

<sup>1</sup> tado° internal user study conducted October 8, 2019. Figures rounded to nearest 0.5°C

Brits like their homes to be cooler than their European neighbours, from Norway to Spain. tado° has also revealed that the average yearly temperature in UK homes is 21°C compared to 22°C in Germany and the Netherlands, 22.5°C in France and Sweden, and 23°C in Spain, Italy, and Norway.

### **The difference one degree can make**

Heating and cooling in buildings and industry accounts for half of the EU's energy consumption. While over three quarters of home energy use comes from heating and hot water.<sup>2</sup> Research from the Energy Saving Trust has shown that turning down the heat by just 1°C helps to save around £80 a year on an average household's energy bill.<sup>3</sup> In addition, using smart thermostats can ensure that homes and rooms are only heated when occupied, which can save up to a third on your energy bill.<sup>4</sup>

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### **About tado°**

Founded in Munich, 2011, tado° is the leader in intelligent home climate management. With its Smart Thermostats for heating and cooling, tado° works as your Climate Assistant with Skills such as Geofencing, Weather Adaptation, Open Window Detection, Air Comfort, and more. Having secured over USD 100m in funding and with ~200 employees, tado° reshapes the way energy is consumed at home for more comfort, savings, and wellbeing. [www.tado.com](http://www.tado.com)

### **Images**

You can download the image in high resolution [here](#). Additional easy-to-download images can be found in our [press lounge](#).

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<sup>2</sup> European Commission: <https://ec.europa.eu/energy/en/topics/energy-efficiency/heating-and-cooling>

<sup>3</sup> Energy Saving Trust: <https://www.energysavingtrust.org.uk/home-energy-efficiency/energy-saving-quick-wins>

<sup>4</sup> tado° & Ecuity 'Energy Efficiency measures by comparison 2016 study' - source available on request