

COMUNICADO

ERSE carries out new study into the energy literacy of domestic consumers

ERSE - Entidade Reguladora dos Serviços Energéticos (Energy Services Regulatory Authority) carried out a new study of domestic consumers with the consultancy firm Qmetrics to identify the evolution of the consumer's level of energy literacy in relation to the energy market.

The study made it possible to determine the knowledge and energy literacy of domestic consumers in relation to the energy market and, in particular, to characterise consumers in terms of aspects related to switching supplier.

The consumer literacy index is 45.3 points, a slight improvement on the study also carried out by ERSE in 2020. Detailed analysis shows that this index is higher among male consumers aged between 36 and 55, those with higher education, consumers with higher average monthly expenses and those who are responsible for contracting the energy supplier.

The results obtained thus constitute an essential tool for continuing to implement measures to empower energy consumers and facilitate their inclusion, particularly of certain subgroups of the population, in the ongoing energy transition process.

Main themes highlighted

Free Market: Around two thirds of domestic consumers say they are aware of the existence of the regulated and liberalised energy markets. Among these, approximately 85% recognise the difference between the two types of market, in line with the level of knowledge demonstrated in 2020.

Energy simulators: Only 23.3 per cent of domestic consumers are aware of the existence of energy price simulators, a figure that reflects a slight drop from the 24.4 per cent recorded in 2020.

Understanding bills: Knowledge of the headings or items on consumer bills, now set at 36.1%, points to a worsening of this indicator, which in 2020 stood at 42.2%.

Distinguishing between activities and companies: Consumers continue to find it difficult to distinguish between electricity distributors and commercialisers, and this situation is even more significant in natural gas.

Self-consumption: Around 87 per cent of domestic consumers are aware of the possibility of producing the energy they consume.

Change of supplier: More than half of consumers say they have already changed their energy supplier, an increase compared to 2020. Price continues to be the main reason for switching supplier.

Sources of energy produced in Portugal: The majority of domestic consumers point to wind energy (85.6%) as the predominant source of energy produced in Portugal, followed by dams (76.5%) and solar energy (71.2%).

[Access the Consumer Energy Literacy Study](#)

Lisbon, 13th March 2025