

‘Cheeky charging’ may cost £12.5m a year

Britons are becoming a nation of ‘cheeky chargers’ with over half the population topping up devices in locations such as their local pub or library, research by E.ON has found.

But the good news for businesses looking to recoup the price of that power is that over a third of those surveyed were more likely to visit a business which lets them plug in – with a further 14 per cent saying they would consider spending more with the business in return.

The average top-up time for consumers was 28 minutes. Laptops are the most energy-hungry gadgets – costing nearly 50p per customer for half an hour of power. This adds up to a potential cost of £12.5m for high street firms each year.

A quarter of Brits admitted to using electricity while at pubs or bars, making it the most popular destination for on-the-go charging. This was followed closely by hotel lobbies (24 per cent), cafés and restaurants (21 per cent) and libraries (15 per cent).