



CREATING CHANGE:

GUY MARTIN'S HOUSE WITHOUT BILLS

June 2026



Guy Martin's House Without Bills – co-funded by Nesta as part of its Greener Homes Initiative – offered a timely and accessible guide to making our homes more energy efficient.

Reaching **2m viewers across streaming and linear**, the documentary prompted meaningful behaviour change – from making energy efficiency feel achievable to inspiring some to consider a career in sustainable housing or energy efficient construction.

Direct impact

Combining expert insight with practical tips, the programmes sparked awareness into action. The programming led to practical behaviour change. After watching:

8 in 10 (80%)

said they're likely to put some of the programme's practical energy-efficient tips into practice in their own home.

6 in 10 (63%)

said the programme sparked conversations in their household about energy efficiency and reducing waste.

1 in 2 (52%)

said they have or plan to make changes to improve energy efficiency or reduce carbon emissions in their own home after watching.

2 in 10 (17%)

said they had been inspired to consider a career in sustainable housing or energy efficient construction.

Challenge with purpose

Channel 4 is committed to engage mass audiences and challenge them to think differently, and to represent the whole of the UK. At their most impactful, Channel 4 shows act as a powerful catalyst for social change.

9 in 10 (90%)

viewers said they learned something new.



I learned that even very small changes can make a difference to making my home more heat efficient."

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Watch Guy Martin's House Without Bills
Stream free on Channel 4

Channel 4 'Guy Martin's House Without Bills' Social Impact Study based on 126 viewers of the programme via a bespoke online study.