



Research and data
Analogue and digital
Customers and money

Customer satisfaction with energy supplier complaints handling 2018

Technical Appendix to the Research Report

Prepared for Ofgem

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1 Appendix 1: Technical note

1.1 Population definition

Domestic complainants are defined as domestic energy consumers who have made any expression of dissatisfaction (hitherto referred to as a complaint) to their supplier between 16 - 31 December 2017 if they complained to the six largest suppliers (British Gas, EDF, E.ON, npower, ScottishPower and SSE), or 1 November - 31 December 2017 if they complained to the five medium-sized suppliers (Co-op Energy, First Utility, OVO, Utilita and Utility Warehouse).

Micro-business complainants are defined as businesses with 0-9 employees with a turnover no greater than £2 million annually¹, that have made an expression of dissatisfaction (hitherto referred to as a complaint) to their supplier between 1 November - 31 December 2017 and complained to one of the six largest suppliers (British Gas, EDF, E.ON, npower, ScottishPower and SSE) or to one medium sized supplier (Opus).

1.2 Sampling

The six largest suppliers and the six medium-sized suppliers listed in section 1.1 were asked to provide a sample from their complainants' database encompassing all customers who complained in the time periods specified above.

There are two main changes to the sampling approach this wave:

1) Number of suppliers

In 2018, the research covered a higher number of suppliers than in previous waves. More specifically, there are two additional medium sized suppliers in the domestic market that were not included previously (Utilita and Co-op Energy) and one medium sized supplier in the micro-business market (Opus). Complaints to those suppliers, however, don't have a significant impact on the overall results this wave as their combined share of complaints is relatively low (7% in the domestic market and 8% in the micro-business market). Including them simply means that the view of the market is more complete, but still fully comparable to previous waves of the research.

2) Complaint dates for the six largest domestic suppliers

The time periods specified for the six largest domestic suppliers were slightly different from previous waves. In the 2016 wave of the research, the complaints came from the first two weeks of December (1-15th December), however in the 2018 wave, complaints came from the second two weeks of December (16-31st December). This arose due to an administrative error in the Request for Information made by Ofgem to

¹ Ofgem defines a non-domestic customer as a micro business if they meet one of the following criteria: 1) they employ fewer than 10 employees and have an annual turnover or balance sheet no greater than €2 million, or 2) use no more than 100,000 kWh of electricity per year or no more than 293,000 kWh of gas per year. For the purposes of this research, energy usage was not factored into the definition.

suppliers. Overall complaint volumes are lower during the second half of December due to the holiday period, but as data is weighted to reflect complaint volumes over a longer period (see Section 1.4) we do not have any reason to believe that results have been significantly impacted by this discrepancy.

Furthermore, complaint details provided by OVO (one of the medium-sized domestic suppliers) come from a different time period than the rest of the medium-sized suppliers. At the point when Ofgem requested the data from suppliers, the process for categorising complaints as such was incorrect so they were not able to provide sufficient data for meaningful analysis. Following discussions with Ofgem, OVO has amended their process for recording complaints and they were subsequently able to provide a larger sample of complainants that could be contacted for the purposes of this research. OVO complainants who participated in this wave of the research had made their complaint between 25th January and 2nd March 2018. OVO results are included / count towards the total figures quoted in the Research Report and are appropriately weighted to account for 1% of the overall result to ultimately increase the representativeness of the survey across the sector.

Sample files provided by suppliers excluded details of customers who had opted out of third party contact or if their contact details were incomplete. A '1 in n' approach was used to sample records for calls. A number of steps were taken to ensure that all relevant complainants had opportunity to participate in the survey, and that the final sample was as representative as possible:

- Fieldwork was carried out at different times of day to suit respondent needs. Respondents had the option to request a call-back at a later time for their convenience.
- To maximise response rates, unresponsive numbers were called multiple times (up to a maximum of 5 times) to attempt contact and provide ample opportunity for complainants to express their views.
- The software system used by interviewers randomly selects the number to dial from within the available sample to ensure that each complainant in the sample has an equal chance of being called and given the opportunity to take part in the research.

Quotas were set 1) on the number of customers who complained to each supplier to ensure a sufficient base for data analysis, and to ensure it was relatively close to the supplier's representative share of complaints, and 2) on the number of resolved (closed) and unresolved (open) cases as identified within each supplier, to mirror the numbers found in the sample received from them, making the results achieved fully representative of the complaints raised in the time period specified for the research.

Vulnerable respondents (defined by their inclusion on the Priority Services Register² of their supplier) were part of the research, and where relevant, any statistically significant differences in their experience have been highlighted.

² The Priority Services Register (PSR) is a free service provided by suppliers and network operators to customers in need. Customers can sign up to receive extra support if they: are of pensionable age; are disabled or chronically sick; have a long-term medical condition; have a hearing or visual impairment or additional communication needs; or are in a vulnerable situation. More information on the PSR can be found at: <https://www.ofgem.gov.uk/consumers/household-gas-and-electricity-guide/extra-help-energy-services/priority-services-register-people-need>

1.3 Data collection

Complainants took part in a telephone interview of approximately 20 minutes in length for domestic complainants and approximately 18 minutes for micro-business complainants. Interviews were conducted between 12th February and 22nd April 2018 (this included a short pilot study to test interview length). It should be noted that the fieldwork period started 8 weeks after the complaints were first raised, giving suppliers the full 8 weeks to reach a resolution with the complainants before they are called and asked if they would be willing to take part in the research. (Suppliers have 8 weeks to resolve a complaint, and if a resolution isn't reached by then, the complaint can be referred to the ombudsman.)

The following table provides details, by supplier, for the number of interviews conducted. The overall results have been weighted to the share of complaints received by each supplier in a given time period – see section 1.4 for further details on weighting).

Table 1: Achieved complaint counts and weights.

	Domestic				Micro-business			
	Open	Closed	Total	Weight	Open	Closed	Total	Weight
LARGEST SUPPLIERS								
British Gas	130	204	334	15%	65	140	205	26%
EDF	85	240	325	13%	15	35	50	11%
E.ON	85	336	421	19%	41	150	191	33%
nPower	135	150	285	9%	35	40	75	8%
Scottish Power	61	295	356	18%	10	46	56	8%
SSE	71	285	356	14%	10	30	40	6%
MEDIUM-SIZED SUPPLIERS								
First Utility	80	300	380	3%	-	-	-	-
OVO*	12	94	106	2%	-	-	-	-
Utility Warehouse	30	100	130	1%	-	-	-	-
Co-op	17	125	142	1%	-	-	-	-
Utilita	15	230	245	6%	-	-	-	-
Opus	-	-	-	-	15	71	86	8%

*OVO complaints come from a different time period from the rest of the suppliers. Please see section 1.2 for details.

1.4 Data weighting

Data was weighted according to the total volume of complaints received by each of the suppliers between 1st November and 31st December 2017 (and between 1st February and 31st March 2018 for OVO complaints – see section 1.2 for further detail on the reasons for this difference). The total volume of complaints received by each supplier within either the domestic or micro-business market, was used for this purpose, not just the volumes of sample provided by suppliers. Please note that complaint volumes received by suppliers vary each year, therefore the weighting approach will differ wave on wave as a result.

The approach to weighting the overall results in the 2016 wave, when weights were calculated based on the share of complaints only from the time period that the complaints were drawn from (1-15th December for the six largest domestic suppliers and 1st November - 31st December for the largest micro-business suppliers and all medium-sized suppliers) differs from the approach applied in the 2018 wave of the research. This wave, data was weighted to reflect the volumes of complaints received between 1st November - 31st December 2017 among all suppliers.

The change in weighting was introduced to make sure that the approach to weighting is consistent across suppliers and reflects the shape of the market across a single time period. It is important to note that the overall comparability of results is not affected by this – the ratio of the volume of complaints made to six largest suppliers vs. those made to the medium-sized suppliers is similar to what it was in the previous wave. The other factor impacting weighting is the introduction of additional medium-sized suppliers into the sample. This was done to ensure that the study accurately reflects the views of complainants to suppliers who collectively have the largest market share and therefore represent the vast majority of complainants in the energy market. This is discussed in more detail in section 1.2.

1.5 Questionnaire changes

Since the 2014 wave of research, the questionnaire was re-organised, and elements were re-drafted to more closely mirror the complaint customer journey a complainant would go through, and to more accurately map the research data onto the Complaints Handling Standards. This was designed to improve recall; by following the order of events as experienced, the customer should be better able to recall the details of the process. Other amends were made to question wording and content to simplify, add clarity, and improve analysis opportunities

In 2018, to ensure full comparability of results, the questionnaire was kept essentially the same, with a few amends made to improve the quality of the data and ability to analyse the results, as well as to refine how micro-business complainants qualify for the survey. The full 2018 questionnaire is provided as Appendix 2. The full list of changes is included below.

Table 2: Questionnaire changes, rationale and impact.

Q#	Change	Rationale	Impact assessment
QS3	Removal of code 'Home' and addition of 2 new codes: 2. Home where business is registered 3. Home unrelated to business	To allow the micro-business participant to take part as a micro-business customer even when they have a home-based business with the energy being supplied to their home whether than separate business premises.	6% of micro-business participants selected the new code 2 and went through the survey as micro-business complainants, therefore, the impact is minimal
QS4	Code '10 or more employees' split in two	To provide greater granularity when monitoring potential	No impact.

	('10 to 49' and '50 or more')	respondents who screen out at this stage.	
QH14	Moved from the end of the survey to the screening section	To make sure turnover was included in the definition of a micro-business when qualifying to take part in the survey	This was not the case in previous wave of the survey, however, only 3% of micro-business complainants stated that their turnover was higher than £2 million in 2016, which means that the impact of excluding these businesses in 2018 is minimal.
QS6	Additional suppliers added to the list	To ensure that wider pool of complainants is included in the research	See section 1.4 (weighting) for details on impact of including additional suppliers in the research.
QB5	Code 'More than 28 days / longer ago' split into two codes ('28 to 56 days' and 'More than 56 days')	To mirror the scale used in QE1 (how long the complaint took to resolve) to enable a more accurate analysis of how accurate projected resolution periods are	No negative impact. Positive impact in greater ability to provide detailed analysis.
QC5	Question wording change: And approximately how many people at [INSERT ANSWER FROM QS6] contacted you in connection with your complaint have you dealt with in total throughout the complaint process?	Original wording provided limited understanding of how many people the complainants dealt with throughout the process – new wording provides a direct answer to this.	No negative impact. Positive impact in collecting more accurate and meaningful data.
QD1	New codes added ('confirmation that the complaint has been resolved' and 'an explanation of what went wrong')	To mirror the scale used in QE5 and enable a more accurate analysis of how expectations of what would be received upon resolution match up with what was actually received.	No negative impact. Positive impact in greater ability to provide detailed analysis.
QE5	New codes added ('rectification of the problem' and 'an apology over the phone'), and wording updated in two other codes to match QD1	To mirror the scale used in QD1 and enable a more accurate analysis of how expectations of what would be received upon resolution match up with what was actually received.	No negative impact. Positive impact in greater ability to provide detailed analysis.
QG5	The question was removed from the survey	The value obtained from the data from this question was minimal	Positive impact – reduction in questionnaire length

		and did not provide further insight into complaint handling satisfaction	and removal of an irrelevant question
QH5	One code updated to 'No – speak another language at home but fluent in English' and another code added: 'No – speak another language at home and not fluent in English'	To provide greater clarity on whether English is spoken fluently even when a different language is spoken at home	No impact.
QH17	New question in 2018	To provide greater insight into the respondent's financial wellbeing in the context of energy bills.	No impact.
QZ1	New questions in 2018	These are Ofgem Consumer Segmentation Golden Questions to identify the 6 segments - to provide Ofgem with further insight into the segments and will help understand levels of engagement in energy among certain groups of complainants.	This elongated the questionnaire, however, only (roughly) every other respondent saw the questions to minimise the impact on response rate and survey length.
QZ2			
QZ3			
QZ4			

Any additional codes in existing questions with pre-coded lists were added after the analysis stage – coded from 'other specify' responses.

1.6 Data analysis

Consistently with the 2016 wave, as part of a wider analysis, Key Drivers Analysis (KDA) was conducted in two different ways:

- Traditional KDA:** to understand which **emotional** outcomes influence satisfaction. Elements included in this analysis were perceptions of the process or staff – as drivers of satisfaction they are less reliable because they are subject to contextual influences as the complaints is ongoing, and later on, even after the complaint had been resolved. A multiple linear regression method is used to establish the perceptual drivers of satisfaction.

The Tactical KDA (below) has been chosen as the core measure of what drives satisfaction (as well as dissatisfaction, which is not possible to establish with a multiple regression method) due to the subjective nature of the elements included in the Traditional KDA described above.

- Tactical KDA:** to understand which **tactical** process elements of the complaints handling journey drive satisfaction or dissatisfaction. A mean satisfaction difference method is used to establish this. These elements either happened to complainants, or didn't, based on their recall of the process, and through that, may have had an impact on how satisfied or dissatisfied the complainant was with the process. They correspond directly with the complaints journey as well as the Complaints Handling Standards. These elements can be directly influenced by the suppliers. Therefore, having an understanding of which specific elements of the complaints journey (events within the journey) cause satisfaction or dissatisfaction, allows to pin-point areas of good practice among suppliers, as well as advise on which areas are in need of further improvement.

Table 2: KDA Components (see Appendix 2 for the full questionnaire):

Dependent variable for both types of KDA	QG1 (Satisfaction with complaints handling)
Independent variables for Tactical KDA	QB4_2, QB4_6, QB4_7, QB4_8, QB4_9, QB4_10, QB4_11, QB4_12, QC2b_1, QC2b_2, QC2b_3, QC4_1, QC4_2, QC4_3, QC4_4, QC8_1, QC8_2, QC8_3, QC8_4, QC8_5, QC8_9, QC9_1, QF1_2, QF2_1, QF2_2, QF2_3, QE5_1, QE5_2, QE5_3, QE5_4
Independent variables for Perceptual KDA	QB2_1, QB2_2, QE2, QG2a_1, QG2a_2, QG2a_3, QG2a_6, QG2a_8, QG2a_9

2 Appendix 2: Quantitative questionnaire

SECTION 1: INTRODUCTION

HIDDEN VARIABLE – FROM SAMPLE, SINGLE CODE

dQX1. Sample type variable

Domestic customer	1
Named micro-business customer	2
Unnamed micro-business customer	3

SHOW IF dX1=1-2

INTERVIEWER INSTRUCTIONS: READ OUT

Good morning/afternoon. Could I please speak to **[INSERT Contact_name FROM SAMPLE]**?

My name is **[INSERT INTERVIEWER NAME]** and I'm calling from Quadrangle, an independent market research company. We are currently carrying out research on behalf of Ofgem, the independent energy regulator for Great Britain. We're interested in speaking with energy customers about any positive or negative experiences in relation to raising any issues, problems or complaints with their energy supplier.

SHOW IF dX1=3

INTERVIEWER INSTRUCTIONS: READ OUT

Good morning/afternoon. My name is **[INSERT INTERVIEWER NAME]** and I'm calling from Quadrangle, an independent market research company. We are currently carrying out research on behalf of Ofgem, the independent energy regulator for Great Britain. We're interested in speaking with energy customers about any positive or negative experiences in relation to raising any issues, problems or complaints with their energy supplier.

Please could I speak to the person within your organisation who is responsible for managing your energy supply account?

INTERVIEWER INSTRUCTIONS: READ OUT INTRO AGAIN IF PASSED TO A DIFFERENT PERSON.

SHOW TO ALL

Would you be able to spare 15 minutes to answer some questions?

IF NECESSARY, REASSURE AT THIS STAGE

I reassure you that this is not a cold call and that we will not try to sell you anything. It is completely confidential in accordance with the Data Protection Act and the Market Research Society code of conduct. You will not be identified in any research findings. We will also not ask you any sensitive details about yourself.

INTERVIEWER: IF RESPONDENT WANTS REASSURANCE ABOUT THE LEGITIMACY OF THE RESEARCH, ASK FOR AND RECORD THEIR NAME AND PHONE NUMBER AND SAY THE RESEARCH MANAGER WILL CALL THEM BACK TO CONFIRM.

IF THEY WANT TO SPEAK TO SOMEONE FROM **[INSERT SUPPLIER FROM SAMPLE]** OR OFGEM, THEN ASK FOR THEIR NAME AND PHONE NUMBER AND SAY THAT SOMEONE FROM THE ORGANISATION THEY WANT TO SPEAK TO WILL CALL THEM BACK.

- IF YES: CONTINUE
- IF NO: ARRANGE A CALL BACK OR CLOSE IF REFUSAL
- RECORD IF REFERRAL OR SEEKS REASSURANCE FROM THE SUPPLIER OR OFGEM

SECTION 2: SCREENING

ASK ALL, SINGLE CODE

QS1. Energy suppliers are required to record as a complaint ANY expression of dissatisfaction made to them by a customer. I believe that you **[IF dQX1=3: or someone from your organisation]** raised an issue, or made a complaint, with an energy supplier in **[INSERT Complaint_month FROM SAMPLE]** 2017, is that correct?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT

Yes, I complained	1
Yes, I complained - but I am not a business [SHOW IF dQX1=2-3]	2
Yes, I complained - on behalf of someone else	3
Yes, I complained - on behalf of someone else - but I am not a business [SHOW IF dQX1=2-3]	4
No	5

ASK IF QS1=5, MULTI CODE

QS2. Can I just check, did you contact the energy supplier in **[INSERT Complaint_month FROM SAMPLE]** 2017 in connection with an issue or a complaint you had raised earlier in the year?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT

Yes	1	
No	2	CLOSE

ASK IF [dQX1=2-3 AND QS1=1 OR 3] OR [dQX1=2-3 AND QS2=1], SINGLE CODE

QS3. Can I check, was your complaint related to the energy supplied to business premises that are separate from your home, or, to your home where your business is registered, or, to the energy supplied to your home which is **unrelated** to your business?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT. IF RESPONDENT IS NOT SURE OR SAYS NO, REFERENCE THAT THEIR SUPPLIER, [INSERT SUPPLIER FROM SAMPLE], THINKS THAT THEY HAVE A BUSINESS ENERGY ACCOUNT WITH THEM FOR THEIR BUSINESS [INSERT business_name FROM SAMPLE].

Business premises	1
Home where business is registered	2
Home unrelated to business	3

HIDDEN VARIABLE, DO NOT DISPLAY, CLOSE IF CODING 3**dQS3.** Sample type re-classification

Domestic	1	IF [dQX1=1] OR [dQX1=2-3 AND QS3=3 AND SAMPLE SUPPLIER IS BRITISH GAS, SSE, EDF, E.ON, NPOWER OR SCOTTISH POWER] OR [dQX1=2-3 AND QS1=2 OR 4 AND SAMPLE SUPPLIER IS BRITISH GAS, SSE, EDF, E.ON, NPOWER OR SCOTTISH POWER]
Micro-business	2	IF [dQX1=2-3 AND QS3=1 OR 2]
Other – CLOSE IF CODING HERE	3	IF [QS3=3 AND SAMPLE SUPPLIER IS OPUS, TOTAL, CORONA OR CNG] OR [QS1=2 OR 4 AND SAMPLE SUPPLIER IS OPUS, TOTAL, CORONA OR CNG]

ASK IF QS1=3-4 AND dQS3=1, MULTI CODE EXCEPT CODE 97 WHICH IS EXCLUSIVE**QS1a.** You said earlier that you made the complaint on behalf of someone else. Can you tell me why THEY were not able to make the complaint themselves?**INTERVIEWER INSTRUCTIONS: DO NOT READ OUT**

Due to long term illness or disability, including mental disabilities	1
Elderly	2
Don't speak English well / not confident with their English	3
Other (Please specify)	98
Refused [DO NOT READ OUT] [SINGLE CODE]	97

ASK IF dQS3=2, SINGLE CODE**QS4.** Other than yourself, how many full-time employees are there in your business?**INTERVIEWER INSTRUCTIONS: DO NOT READ OUT**

0-just me	1	
1 to 4	2	
5 to 9	3	
10 to 49	4	
50 or more	5	CLOSE
Not sure / Don't know	99	

ASK IF dQS3=2, SINGLE CODE**QH14.** What's your business' approximate annual turnover? **IF UNSURE:** Please provide your best estimate.**INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, PROMPT WITH PRE CODES IF NECESSARY**

Less than £25,000	1	
£25,000 to £50,000	2	
£50,001 to £250,000	3	
£250,001 to £500,000	4	
£500,001 to £1 million	5	
£1 million to £2 million	6	
More than £2 million	7	CLOSE
Don't know [DO NOT READ OUT]	99	
Refused [DO NOT READ OUT]	98	

SHOW TO ALL**INTERVIEWER INSTRUCTIONS: READ OUT**

Ofgem would like to understand a little more about your experience of dealing with your supplier. Please only think about the issue you raised **[IF dQS3=2: on behalf of your business]** in **[INSERT Complaint_month FROM SAMPLE]** 2017 when answering these questions. For the purposes of this survey and to keep things simple, we will refer to this issue as 'your COMPLAINT.'

ASK ALL, SINGLE CODE

QS5. Was this complaint related to your gas supply, your electricity supply, or both?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY RESPONSE IF

UNSURE

Gas	1	
Electricity	2	
Both / Dual Fuel	3	
Can't remember / Don't know	99	CLOSE

ASK ALL, SINGLE CODE, ARRANGE CODES 1-37 IN ALPHABETICAL ORDER

QS6. And which supplier did you make this complaint to?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY RESPONSE IF

UNSURE AND AVOID OTHER SPECIFY AND DON'T KNOW / CAN'T REMEMBER.

IF RESPONDENT SAYS THEY COMPLAINED TO A SUPPLIER NOT ON THIS LIST, BEFORE CODING IT AS 'OTHER SPECIFY' ASK:

And have you made a complaint, raised an issue, or expressed any dissatisfaction to **[INSERT SUPPLIER FROM SAMPLE]** in **[INSERT Complaint_month FROM SAMPLE]** 2017?

IF RESPONDENT SAYS NO, CODE OTHER. IF THEY SAY YES, THEN CODE [INSERT SUPPLIER FROM SAMPLE].

		NET
Atlantic	1	SSE
Boost	22	OVO
British Gas	2	<i>British Gas</i>
CNG	23	CNG
Corona	24	<i>Corona</i>
EDF Energy	4	<i>EDF</i>
E.ON	5	<i>E.ON</i>
Electricity Plus Supply	6	<i>Utility Warehouse</i>
EnergySW	25	OVO
Fairerpower	26	OVO
First-Utility	7	<i>First-Utility</i>
Future Energy	27	OVO
Gas Plus Supply	8	<i>Utility Warehouse</i>
GB Energy	28	<i>Co-op</i>
Hebides	29	<i>Co-op</i>
M&S (Marks and Spencer) Energy	17	SSE
npower	9	<i>npower</i>
Opus	30	<i>Opus</i>
OVO Energy	10	OVO
Peterborough Energy	31	OVO

Powershop	32	<i>npower</i>
Riadace	33	<i>CNG</i>
Sainsbury's Energy	18	<i>British Gas</i>
Scottish Gas	3	<i>British Gas</i>
Scottish Hydro-Electric	19	<i>SSE</i>
Scottish Power	12	<i>Scottish Power</i>
Simple Gas	34	<i>CNG</i>
Southend Energy	35	<i>OVO</i>
Southern Electric	11	<i>SSE</i>
SSE (Scottish and Southern Electric)	13	<i>SSE</i>
Swalec	14	<i>SSE</i>
Telecom Plus	15	<i>Utility Warehouse</i>
The Co-op (Co-operative) Energy	20	<i>Co-op</i>
Total	36	<i>Total</i>
Utilita	37	<i>Utilita</i>
Utility Warehouse	16	<i>Utility Warehouse</i>
Other (Please Specify)	98	CLOSE
Don't know / Can't remember	99	

ASK ALL, MULTI CODE EXCEPT CODE 99 WHICH IS EXCLUSIVE (CLOSE IF CODING 54, 55 ONLY OR 99)

QS7. What was your complaint to **[INSERT ANSWER FROM QS6]** about?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CODE ACCORDINGLY, CLARIFY RESPONSE IF UNSURE; IMPORTANT: AVOID OTHER SPECIFY WHEREVER POSSIBLE

NET: Billing		
Problems with direct debits (e.g. not taken when it was supposed to be, wrong amount taken, etc.)	1	
Bill was unclear / difficult to understand	2	
Bills sent too frequently / infrequently	3	
Not responsible for the bill/debt	4	
Failure to issue a refund, e.g. after overcharging or after I switched	5	
Issued an inaccurate bill or estimated bill	6	
Discounts not applied (e.g. warm winter discount or F.I.T. / Feed-in Tariff not applied)	7	
Bill payments not credited to account	8	
Taking money from bank account without notice	9	
Getting bills from wrong supplier	10	
Given multiple accounts instead of one	11	
Other billing issue	12	
NET: Pricing		
Unhappy with supplier's price	13	
Didn't notify of price increases	14	
NET: Sales		
Given wrong information (e.g. inaccurate price, wrong contract terms, etc.)	15	
Didn't know they were agreeing to/signing up to a contract (e.g. asked for information only)	16	
Behaviour of SALES staff	17	
Unsolicited contact / cold calling by suppliers	18	

NET: Debt		
Difficulty with debt re-payment scheme or changing payment method	19	
Debt collection (e.g. threats of disconnection, unaffordable requests for payment as part of paying debt)	20	
NET: Meters		
Meter accuracy	21	
Position of the meter (e.g. not accessible)	22	
Meter exchange (pre-payment meter to credit & vice versa)	23	
Installation / removal issues	24	
Broken meter	25	
Other meter issues	26	
NET: Smart meters		
Catch-up bill after a smart meter was put in	27	
Doesn't want a smart meter (e.g. supplier says they have to have one)	28	
Problems with trying to switch suppliers with a smart meter	29	
Smart meter installation	56	
Other issues related to smart meters (Please Specify)	30	
NET: Pre-payment meters		
Delays in receiving the pre-payment card	31	
Problems in charging the pre-payment card	32	
Settings on the meter (e.g. debt recovery amount set wrongly, etc.)	33	
NET: Change of supplier/tariff		
Erroneous transfer / supplier switch (e.g. switching process started even though customer didn't initiate it)	34	
Supplier not letting the customer switch due to existing debt on their account	35	
Not processing supplier switch (e.g. slowly or not happening at all)	36	
Not processing tariff change (e.g. slowly or not at all) – staying with same supplier	37	
Changing to residential tariff	38	
Changing supplier	39	
On the wrong/unhappy with tariff	40	
NET: Customer service		
Difficulty contacting the supplier	41	
Staff behaviour or attitude	42	
Failed appointment	43	
Lost / didn't have details to process the query (e.g. account info or complaint details)	44	
Rude / harassing communications	45	
NET: Account Management		
Passing on details to third parties without consent	46	
Can't submit meter reading online	47	
Issues using online account or app (other than problems submitting meter reading online)	48	
Issues with contract set up / ending / renewal	49	
Fines / cancelling contract due to late payments	50	
Have not received reward vouchers	51	
Updating account information	52	
Provided wrong meter reading and issued bill needed updating	53	

Issues related to previous tenants / occupants	57	
NET: Other		
Other (Please Specify)	98	
Gas / electricity supply was interrupted	54	CLOSE IF NO OTHER CODES SELECTED
Boiler related issues (broken down, service issues)	55	
Can't remember / Don't know [DO NOT READ OUT] [SINGLE CODE]	99	CLOSE

SECTION 4: INITIAL CONTACT

ASK ALL, MULTI CODE

QB1. Thinking about when you contacted **[INSERT ANSWER FROM QS6]** in **[INSERT Complaint_month FROM SAMPLE]**, where did you find the contact information you needed to make the complaint?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, PROMPT / CLARIFY RESPONSE IF NECESSARY

Bill or account statement	1
[INSERT ANSWER FROM QS6] website	2
Copy of [INSERT ANSWER FROM QS6] 's complaint handling procedure booklet	3
Other website / generic online search	4
Other form of communication from [INSERT ANSWER FROM QS6]	5
Referred from other department within [INSERT ANSWER FROM QS6] (e.g. accounts, meter readings, etc.)	6
Citizens Advice consumer service (a nationwide telephone service)	7
Energy Ombudsman	8
Age UK	9
Friends or family	10
Citizens Advice Bureau (a local office / walk in)	11
Citizens Advice website	12
Mobile app provided by the supplier	13
Had the phone number saved already	14
The provider called me	15
Other (Please specify)	98
Don't know / Can't remember [SINGLE CODE]	99

ASK ALL, SINGLE CODE PER ROW

QB2. How easy or difficult was it to...?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY IF NECESSARY: And is that 'Very' or 'Quite'...?

STATEMENTS (ROWS):

QB2_1	Find those contact details
QB2_2	Register your complaint with [INSERT ANSWER FROM QS6]

SCALE (COLUMNS):

Very easy	1
Quite easy	2
Neither easy nor difficult	3
Quite difficult	4
Very difficult	5
Don't know / Not applicable	99

ASK IF QB2_2=4-5, MULTI CODE

QB3. What would you say was the MAIN reason why you found it difficult to have your complaint registered?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, PROBE FOR MAIN REASON

I could not get through to the right person / department	1
I was put through to the wrong person / department	2
Refused to put me through to complaints department	3
Hung up on me when they were trying to put me through to complaints dept.	4
I was passed around	10
The phone was always engaged / I was constantly put on hold	5
I couldn't find the phone number anywhere	11
My written complaint was not acknowledged	6
I wasn't sure if I had the right email address / it wasn't clear	7
I wasn't sure if I had the right Twitter name / it wasn't clear	8
Supplier claimed there was no problem	9
No access to internet	12
Rude staff, poor communication / customer service	13
Staff did not understand the issue and were not able to deal with it	14
The supplier didn't get back to me after my initial call / didn't record my complaint	15
Difficulty filling out or submitting online complaint form	16
Other (Please specify)	98
Don't know [DO NOT READ OUT]	99

ASK ALL, SINGLE CODE PER ROW, RANDOMISE ORDER OF STATEMENTS BUT ALWAYS KEEP QB4_7-QB4_12 TOGETHER

QB4. I will now read out a few statements related to what might or might not have happened when you first contacted **[INSERT ANSWER FROM QS6]** about your complaint. As I read each statement out, please say YES or NO to indicate whether or not it happened to you.

INTERVIEWER INSTRUCTIONS: READ OUT STATEMENTS, CLARIFY RESPONSE IF NECESSARY. CODE N/A WHERE DOES NOT APPLY OR PARTICIPANT DOES NOT KNOW/CANNOT REMEMBER BUT DO NOT READ OUT THIS RESPONSE OPTION.

		Yes	No	N/A
QB4_2	Staff I contacted used jargon I couldn't understand	1	2	96
QB4_6	I was given a named contact who was responsible for my case	1	2	96
QB4_7	I was asked how I would prefer to be contacted throughout the complaints process	1	2	96
QB4_9	I received a formal acknowledgement of my complaint via email, post or phone	1	2	96

QB4_10	I was told what steps would be taken to resolve my complaint	1	2	96
QB4_12	I was given a date by which my complaint would be resolved	1	2	96
QB4_8	They used my preferred method of contact when following up on my complaint	1	2	96
QB4_11	I was told how long each step in the resolution process would take	1	2	96

ASK IF QB4_12=1, SINGLE CODE

QB5. How long did **[INSERT ANSWER FROM QS6]** tell you it would take to resolve your complaint?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT BUT PROMPT IF NECESSARY

Same day	1
Next day	2
Within a couple of days	3
3 to 7 days / within a week	4
8 to 14 days / within a fortnight	5
15 to 28 days / within a month	6
28 to 56 days / within 2 months	7
More than 56 days / longer than 2 months	8
Don't know / Can't remember	99

SECTION 5: SUBSEQUENT CONTACT**ASK ALL, OPEN NUMERIC AND SINGLE CODE**

QC1d. Have you contacted **[INSERT ANSWER FROM QS6]** YOURSELF in relation to your complaint after you first raised it with them?

- **IF YES:** Approximately how many times did YOU contact, or attempt to contact them?
- **IF NO: TYPE IN 0**

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, IF RESPONDENT NOT SURE, PROMPT BY SAYING: Was it once, twice, more than that? IF RESPONDENT PROVIDES A BAND SUCH AS FOUR TO FIVE TIMES, RECORD THE LOWER VALUE OF THE BAND, ENCOURAGE TO PROVIDE THEIR BEST ESTIMATE IF UNSURE

[INSERT NUMBER 0-99]	
Not sure / Can't remember [DO NOT READ OUT]	99

ASK IF QC1d IS HIGHER THAN 0 OR IF QC1d=99, MULTI CODE EXCEPT 99 WHICH IS EXCLUSIVE, RANDOMISE ORDER BUT FIX CODE 98 AND 99 TO BOTTOM

QC1b. And in which of the following ways did you contact them?

INTERVIEWER INSTRUCTIONS: READ OUT, IF NECESSARY CLARIFY THAT THIS REFERS TO HOW THE RESPONDENT CONTACTED THE SUPPLIER

Telephone	1
Text message / SMS	2
Email	3
Letter	4
Fax	5
Supplier's website - by filling out a form	6

Supplier's website – web chat	7
Facebook, Twitter or other social media site	8
Review sites, for example, through an online forum	9
Any other way (Please specify)	98
Don't know [DO NOT READ OUT] [SINGLE CODE]	99

ASK IF ASK IF QC1d IS HIGHER THAN 0 OR IF QC1d=99, SINGLE CODE EACH STATEMENT

QC2b. When you re-contacted them in relation to your complaint, did they have the following details?

INTERVIEWER INSTRUCTIONS: READ OUT STATEMENTS. CODE N/A WHERE DOES NOT APPLY OR PARTICIPANT DOES NOT KNOW/CANNOT REMEMBER BUT DO NOT READ OUT THIS RESPONSE OPTION.

		Yes	No	N/A
QC2b_1	A record of your complaint	1	2	96
QC2b_2	Your correct contact details	1	2	96
QC2b_3	Full details about the complaint history	1	2	96

ASK ALL, SINGLE CODE PER ROW, RANDOMISE BUT ALWAYS KEEP QC4_1-QC4_3 TOGETHER (POSITIVE STATEMENTS)

QC4. I'll now read out a few statements relating to how you were dealt with by **[INSERT ANSWER FROM QS6]** when handling your complaint. This relates to any contact you had with them whether by telephone, email or any other format.

As before, please say YES or NO.

INTERVIEWER INSTRUCTIONS: READ OUT, CLARIFY RESPONSE IF NECESSARY. CODE N/A WHERE DOES NOT APPLY OR PARTICIPANT DOES NOT KNOW/CANNOT REMEMBER BUT DO NOT READ OUT THIS RESPONSE OPTION.

		Yes	No	N/A
QC4_1	I dealt with one person at [INSERT ANSWER FROM QS6] throughout the process	1	2	96
QC4_2	I was told I could escalate my complaint to a more senior member of staff	1	2	96
QC4_3	I was told where I could seek independent advice in relation to my complaint	1	2	96
QC4_4	I escalated my complaint to a more senior member of staff	1	2	96

ASK IF QC4_1=2, OPEN NUMERIC AND SINGLE CODE

QC5. And approximately how many people at **[INSERT ANSWER FROM QS6]** have you dealt with **in total** throughout the complaint process?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, IF RESPONDENT NOT SURE, PROMPT BY SAYING: Was it one or two people, more than that? IF RESPONDENT PROVIDES A BAND SUCH AS FOUR TO FIVE PEOPLE, RECORD THE LOWER VALUE OF THE BAND, ENCOURAGE TO PROVIDE THEIR BEST ESTIMATE IF UNSURE

[INSERT NUMBER 0-99]	
Not sure / Can't remember [DO NOT READ OUT]	99

ASK IF QC4_4=1, MULTI CODE EXCEPT CODE 99 WHICH IS EXCLUSIVE

QC6. You said you escalated your complaint to a senior member of staff, why is that?
INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY RESPONSE IF NECESSARY

I wanted to deal with one person	1
Every time I called I had to speak to someone different	2
It was taking too long to get the complaint resolved	3
I found it difficult to find the right person to handle my complaint	4
Staff I spoke to did not understand my complaint / didn't understand what the problem was	5
I hadn't heard anything for a long time	6
Complaint was not logged properly	7
I just wanted things to move along quicker	8
I did not understand what the person I was speaking to was saying (e.g. accent / language issues)	9
The person I spoke to didn't understand what I was saying (e.g. accent / language issues)	10
Staff attitude	11
Jargon used made it difficult to understand what was causing the problem	12
I was not satisfied with how my complaint was originally resolved	13
The person I was dealing was not able to deal with the issue / required someone more senior	14
Staff I spoke to didn't take the complaint seriously enough	15
Other (Please specify)	98
Don't know [SINGLE CODE]	99

ASK ALL, SINGLE CODE PER ROW, RANDOMISE ORDER OF STATEMENTS

QC8. During the complaints process, did **[INSERT ANSWER FROM QS6]**...?
INTERVIEWER INSTRUCTIONS: READ OUT, CLARIFY RESPONSE IF NECESSARY. CODE N/A WHERE DOES NOT APPLY OR PARTICIPANT DOES NOT KNOW/CANNOT REMEMBER BUT DO NOT READ OUT THIS RESPONSE OPTION.

		Yes	No	N/A
QC8_1	Direct you to the complaints handling procedure on their website	1	2	96
QC8_2	Offer to send you a copy of their Complaints Handling Procedures free of charge	1	2	96
QC8_3	Regularly update you on the progress of your complaint	1	2	96
QC8_4	Give you a complaint reference or tracking number	1	2	96
QC8_5	Always get back to you when promised or agreed	1	2	96
QC8_9	Make decisions while you were on the phone to them [SHOW IF QC1b=1, IF QC1b#1 THEN AUTOCODE CODE 96 AT QC8_9]	1	2	96

ASK ALL, SINGLE CODE PER ROW, RANDOMISE ORDER OF STATEMENTS

QC9. During the complaints process, did you...?
INTERVIEWER INSTRUCTIONS: READ OUT, CLARIFY RESPONSE IF NECESSARY. CODE N/A WHERE DOES NOT APPLY OR PARTICIPANT DOES NOT KNOW/CANNOT REMEMBER BUT DO NOT READ OUT THIS RESPONSE OPTION.

		Yes	No	N/A
QC9_1	Have to chase [INSERT ANSWER FROM QS6] to find out what was happening with your complaint	1	2	96

SECTION 6: COMPLAINT RESOLUTION

ASK ALL, MULTI CODE, RANDOMISE ORDER BUT KEEP CODES 98, 96 AND 99 AT BOTTOM

QD1. After making your complaint, did you EXPECT TO receive any of the following?

INTERVIEWER INSTRUCTIONS: READ OUT

Confirmation that the complaint has been resolved	5
Rectification of the problem	1
An explanation of what went wrong	6
Apology letter or email	2
Apology telephone call	3
Compensation or apology payment	4
Something else (Please specify)	98
Nothing expected [DO NOT READ OUT] [SINGLE CODE]	96
Not sure / Don't know [DO NOT READ OUT] [SINGLE CODE]	99

ASK ALL, SINGLE CODE

QD2. Would you say your complaint is...?

INTERVIEWER INSTRUCTIONS: READ OUT, CLARIFY RESPONSE IF NECESSARY

Resolved	1
Not resolved but your supplier thinks it is	2
Live and still ongoing	3
Not sure [DO NOT READ OUT]	4

SECTION 7: RESOLVED COMPLAINTS

ASK IF QD2=1, SINGLE CODE

QE1. How long did it take for your complaint to be resolved?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT BUT PROMPT IF NECESSARY

Same day	1
Next day	2
Within a couple of days	3
3 to 7 days / within a week	4
8 to 14 days / within a fortnight	5
15 to 28 days / within a month	6
28 to 56 days / within 2 months	7
More than 56 days / Longer than 2 months	8
Don't know / Can't remember	99

ASK IF QD2=1, SINGLE CODE

QE2. To what extent do you agree or disagree that the time it took to resolve your complaint was acceptable?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, PROMPT IF NECESSARY: Is that 'Strongly' or 'Somewhat'...?

Strongly agree	1
Somewhat agree	2
Neither agree nor disagree	3
Somewhat disagree	4
Strongly disagree	5
Don't know [DO NOT READ OUT]	99

ASK IF QD2=1, SINGLE CODE

QE4. And has the complaint been resolved by **[INSERT ANSWER FROM QS6]** or the Energy Ombudsman?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT

Supplier	1
Energy Ombudsman	2
Don't know / Not sure	99

ASK IF QD2=1, SINGLE CODE PER ROW, RANDOMISE ORDER BUT ANCHOR QE5_5 AT THE END

QE5. Have you received...?

INTERVIEWER INSTRUCTIONS: READ OUT STATEMENTS, IF RESPONDENT NOT SURE WHETHER THEY RECEIVED ANYTHING ELSE – LAST STATEMENT, EXPLAIN THIS COULD BE SOMETHING LIKE VOUCHERS

		Yes	No	N/A
QE5_1	Confirmation that your complaint has been resolved	1	2	96
QE5_7	Rectification of the problem	1	2	96
QE5_2	An apology in writing	1	2	96
QE5_6	An apology over the phone	1	2	96
QE5_3	An explanation of what went wrong	1	2	96
QE5_4	Compensation or an apology payment	1	2	96
QE5_5	Anything else (Please specify)	1		

ASK IF QD2=1 AND [QE5_2 THRU QE5_7=1], SINGLE CODE

QE7. Overall, how satisfied or dissatisfied are you, that what you received adequately reflects the problems that you'd encountered?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, PROMPT IF NECESSARY: Is that 'Very' or 'Quite'...?

Very satisfied	1
Quite satisfied	2
Neither satisfied nor dissatisfied	3
Quite dissatisfied	4
Very dissatisfied	5
Don't know [DO NOT READ OUT]	99

SECTION 8: UNRESOLVED COMPLAINTS
ASK IF QD2=2-4, SINGLE CODE PER ROW, RANDOMISE ORDER OF STATEMENTS

QF1. Thinking about what's been happening so far in relation to your complaint, has
[INSERT ANSWER FROM QS6]...?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT BUT PROMPT IF NECESSARY. CODE N/A WHERE DOES NOT APPLY OR PARTICIPANT DOES NOT KNOW/ CANNOT REMEMBER, BUT DO NOT READ OUT THIS RESPONSE OPTION.

		Yes	No	N/A
QF1_2	Sent you a letter saying that you can take your complaint to the Energy Ombudsman	1	2	96

ASK IF QD2=2-4, SINGLE CODE PER ROW

QF2. And have you...?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT BUT PROMPT IF NECESSARY. CODE N/A WHERE DOES NOT APPLY OR PARTICIPANT DOES NOT KNOW/CANNOT REMEMBER BUT DO NOT READ OUT THIS RESPONSE OPTION.

		Yes	No	N/A
QF2_1	Contacted Citizens Advice consumer service, a telephone only service	1	2	96
QF2_2	Contacted the Energy Ombudsman	1	2	96
QF2_3	Made a further complaint to [INSERT ANSWER FROM QS6] in relation to the same issue	1	2	96

ASK IF QD2=2-4, SINGLE CODE

QF3. Were you aware of the Energy Ombudsman prior to making a complaint with
[INSERT ANSWER FROM QS6]?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT

Yes	1
No	2
Not sure	99

ASK IF QD2=2-4, MULTI CODE

QF4. As far as you're aware, what's currently happening with your complaint?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT BUT PROBE WITH PRECODES TO CLARIFY RESPONSE IF REQUIRED, IF RESPONDENT SAYS THEY ARE SWITCHING SUPPLIER ASK 'What about the complaint – how would you describe what's currently happening with the complaint itself?'

Nothing, not heard from supplier yet	1
The supplier is investigating the problem – waiting for their response	2
Still waiting for final response from them	3
I'm in negotiations with the supplier	4
Waiting for the next bill to see if problem was rectified	5
Waiting for an engineer	6
I need to get back in touch with the supplier	7
Waiting for compensation / vouchers / other payment to arrive	8
Supplier is demanding money / debt collection	9

I have given up	10
Supplier thinks the complaint is resolved	11
Not sure as I switched suppliers and haven't heard anything	12
Don't know [SINGLE CODE]	99

ASK IF QD2=2-4 AND [Status_sample=1 / Resolved], MULTI CODE

QF5. We understand that **[INSERT ANSWER FROM QS6]** thinks that the complaint has been resolved. Please can you tell me the MAIN reason why YOU think it has NOT been resolved?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, PROBE FOR MAIN REASON

Lack of communication	1
Waiting for a letter	2
Still encountering the same problem with billing	3
Still encountering the same problem with the meter	4
Still awaiting a new meter	5
Awaiting refund / compensation	6
Awaiting final bill	7
Have not received an explanation	8
Not at end of process yet	9
Poor customer service / unhelpful staff	10
Did not listen to me/ Do not engage with me	11
Internal systems/ Bureaucratic company impedes resolution of complaint	12
Other (Please specify)	98

SECTION 9: IMPACT OF COMPLAINT & PROCESS

ASK ALL, SINGLE CODE

QG1. Taking everything into account, how satisfied are you overall with the way in which your complaint has been handled by **[INSERT ANSWER FROM QS6]**? Would you say you are...?

INTERVIEWER INSTRUCTIONS: READ OUT

Very satisfied	1
Quite satisfied	2
Neither satisfied nor dissatisfied	3
Quite dissatisfied	4
Very dissatisfied	5
Don't know [DO NOT READ OUT]	99

ASK ALL, SINGLE CODE PER STATEMENT, RANDOMISE ORDER OF STATEMENTS

QG2a. On a scale of 1 to 5, where 1 means 'STRONGLY AGREE' and 5 means 'STRONGLY DISAGREE,' to what extent would you say you agree that the **[INSERT ANSWER FROM QS6]** staff that you dealt with throughout the complaint process **[IF QD2=2-3: so far]**...

INTERVIEWER INSTRUCTIONS: READ OUT STATEMENTS, PROMPT SCALE IF NECESSARY

STATEMENTS (ROWS):

QG2a_1	Were polite
QG2a_2	Clearly understood your complaint

QG2a_3	Took your complaint seriously
QG2a_6	Treated you as an individual
QG2a_8	Were professional
QG2a_9	Were helpful

SCALE (COLUMNS):

1 – Strongly agree	1
2	2
3	3
4	4
5 – Strongly disagree	5
Don't know [DO NOT READ OUT]	99

ASK ALL, SINGLE CODE

QG3a. Thinking about the way **[INSERT ANSWER FROM QS6]** have handled your complaint **[IF QD2=2-3: so far]**, to what extent do you agree or disagree that...?

INTERVIEWER INSTRUCTIONS: PROMPT SCALE IF NECESSARY WITH: And is that 'strongly' or 'somewhat'...?

STATEMENTS (ROWS):

QG3a_1	They have treated you fairly
QG3a_2	The complaints process [IF QD2=2 OR 3: so far has been] [IF QD2=1 OR 4: was] stressful

SCALE (COLUMNS):

Strongly agree	1
Somewhat agree	2
Neither agree nor disagree	3
Somewhat disagree	4
Strongly disagree	5
Don't know [DO NOT READ OUT]	99

ASK ALL, SINGLE CODE

QG4. Do you plan to switch energy suppliers, or have you already switched, as a result of your experience with this complaint?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT

Yes – already switched	1
Yes – in the process of switching	2
Yes – planning to switch	3
No – not planning to switch	4
Don't know / Not sure yet	99

SECTION 10: CLASSIFICATION**SHOW TO ALL**

INTERVIEWER INSTRUCTIONS: READ OUT

The following questions are about you **[IF dQS3=2: and your business]** - just for general classification purposes.

ASK ALL, SINGLE CODE

QH1. Please can you tell me how you pay for your energy with **[INSERT ANSWER FROM QS6]**?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY IF NECESSARY

Monthly direct debit (or standing order)	1
Quarterly direct debit (or standing order)	2
Pay by cheque, cash or card on receipt of your bill	3
Bank transfer (via online banking or in a branch)	4
Prepayment meter (where you top up credit onto a key or card) [SHOW IF dQS3=1]	5
Fuel direct (where a set amount is deducted from your benefits before you receive them) [SHOW IF dQS3=1]	6
Weekly \ fortnightly payment scheme [SHOW IF dQS3=1]	7
Payment card \ book where you can pay money in whenever you choose [SHOW IF dQS3=1]	8
Don't know [DO NOT READ OUT]	99
Refused [DO NOT READ OUT]	97

ASK IF dQS3=1, SINGLE CODE

QH2. Please can you tell me your age?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, IF CUSTOMER UNWILLING TO PROVIDE ANSWER, READ OUT BANDS UNTIL CODED

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75+	7
Refused [DO NOT READ OUT]	97

ASK IF dQS3=1, SINGLE CODE

QH4. Which of the following best describes your ethnic group?

INTERVIEWER INSTRUCTIONS: READ OUT UNTIL CODED

White / White British	1
Black / African / Caribbean / Black British	2
Asian / Asian British	3
Mixed / multiple ethnic groups	4
Other ethnic group	5
Refused [DO NOT READ OUT]	97

ASK IF dQS3=1, SINGLE CODE

QH5. Can I just check, is English your first or main language that you use at home? **IF YES:** Is it the only language you use, or do you also speak other languages?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY RESPONSE IF UNSURE

Yes – English only	1
Yes – English is main but speak other languages	2
Yes – Consider English and other language(s) as main / Bilingual	3
No – speak another language at home but fluent in English	4
No – speak another language at home and not fluent in English	5
Refused [DO NOT READ OUT]	97

ASK IF dQS3=1, SINGLE CODE

QH6. Do you have any long term physical or mental impairments which limit your daily activities or the work you can do, including problems due to old age?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT

Yes	1
No	2
Refused	97

ASK IF dQS3=1, SINGLE CODE

QH7. How often do you use the internet? **IF NEVER:** Do you have access to the internet so that you COULD use it if you wanted to?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY RESPONSE IF UNSURE

Several times a day	1
Roughly every day	2
At least once a week	3
At least one a month	4
Less than once a month	5
Never – but I have access	6
Never – I do not have access	7
Refused [DO NOT READ OUT]	97

ASK IF dQS3=1, SINGLE CODE

QH9. Who is the Chief Income Earner in your household, is it yourself or someone else?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, IF NECESSARY CLARIFY THAT THE CHIEF INCOME EARNER IS THE PERSON IN THE HOUSEHOLD WHO HAS THE HIGHEST INCOME

Respondent	1
Someone else	2

ASK IF dQS3=1, SINGLE CODE

QH10. Please can you tell me...?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, IF NECESSARY CLARIFY THAT THE CHIEF INCOME EARNER IS THE PERSON IN THE HOUSEHOLD WHO HAS THE HIGHEST INCOME

IMPORTANT: IF RESPONDENT SAYS THE CHIEF INCOME EARNER IS A STUDENT, IS RETIRED OR UNEMPLOYED, TYPE THIS RESPONSE INTO THE JOB TITLE FIELD AND TYPE N/A IN THE INDUSTRY FIELD AND 0 IN THE LAST TWO

QH10_1	What's [IF QH9=1: your] [IF QH9=2: their] job title?	[WRITE IN]
QH10_2	What industry is it?	[WRITE IN]
QH10_3	Are [IF QH9=1: you] [IF QH9=2: they] responsible for other employees? IF YES: For how many? IF NO ONE TYPE IN 0	[WRITE IN]
QH10_4	How many people work for the company [IF QH9=1: you] [IF QH9=2: they] work for?	[WRITE IN]

ASK IF dQS3=2, SINGLE CODE

QH11. Do you have responsibility for decision making about energy procurement, energy supplier management or energy broker management? **IF YES:** Is that full or joint responsibility?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY RESPONSE IF NECESSARY

Yes – I have full responsibility	1
Yes – I have joint / some responsibility	2
No – I don't have any responsibility	3

ASK IF dQS3=2, SINGLE CODE

QH12. What's your position within the business?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, CLARIFY RESPONSE IF NECESSARY

Owner / Partner / CEO level	1
Financial Director / Director	2
Manager level	3
Executive level	4
Office manager	5
Other employee	6

ASK IF dQS3=2, SINGLE CODE

QH13. What is your primary business activity?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT, PROMPT WITH PRE CODES IF NECESSARY

Catering / restaurant / fast food	1
Construction / manufacturing	2
Farming	3
Garage, mechanics, repair	4
Leisure services	5
Professional/Consultancy services	6
Property Development & Sales	7
Retail	8
Charity	9
Public sector / local government	10
Health	11
Education	12
Other (Please specify)	98

ASK ALL, SINGLE CODE

QH17. Over the past 12 months, which of the following best describes how you have been keeping up with your **[IF dQS3=2: business] [IF dQS3=1: home]** energy bills?

INTERVIEWER INSTRUCTIONS: READ OUT. IF RESPONDENT ASKS WHAT IS MEANT BY 'ARREARS' EXPLAIN THAT IT MEANS THAT THEY HAVEN'T PAID THEIR ENERGY BILL ON TIME AND WERE ESSENTIALLY IN DEBT TO THEIR ENERGY SUPPLIER.

I have kept up with my energy bills	1
I have kept up with my energy bills, but it's been a struggle	2
I have been in arrears with my energy bills once	3
I have been in arrears with my energy bills more than once	4
Don't know [DO NOT READ OUT]	99
Prefer not to say [DO NOT READ OUT]	97

SECTION 11: OFGEM CONSUMER SEGMENTATION GOLDEN QUESTIONS
HIDDEN VARIABLE, DO NOT DISPLAY

dQZ1. Golden questions display dummy.

Ask	1	SELECT CODE 1-3 BASED ON LEAST FULL QUOTA IF dQX1=1
Don't ask	2	
Don't ask	3	
Don't ask	4	SELECT IF dQX1=2 OR 3

SHOW IF dQS3=1 AND dQZ1=1:

The final questions are about how you manage your suppliers.

ASK IF dQS3=1 AND dQZ1=1, SINGLE CODE PER STATEMENT, RANDOMISE ORDER OF STATEMENTS

QZ1. Now please think about how you like to shop around for major service providers or for major purchases, not just for energy. To what extent do you agree or disagree with the following statements?

INTERVIEWER INSTRUCTIONS: READ OUT STATEMENTS, READ OUT FULL SCALE AFTER FIRST STATEMENT AND THEN PROMPT SCALE IF NECESSARY. IF NEEDED, CLARIFY THAT IT'S NOT JUST FOR ENERGY, BUT ALSO OTHER SERVICES LIKE BROADBAND, TELEPHONE, INSURANCE, ETC.

STATEMENTS (ROWS):

QZ1_1	As soon as I see a problem or challenge I start looking for possible solutions
QZ1_2	I am able to follow through with things once I've made up my mind to do something
QZ1_3	I usually continue to search for an item until it reaches my expectations
QZ1_4	I am usually among the first to try a new product when it appears on the market
QZ1_5	I always check bank or building society statements when I get them, including online

SCALE (COLUMNS):

Agree strongly	1
Agree	2
Agree slightly	3
Neither agree nor disagree	4
Disagree slightly	5

Disagree	6
Disagree strongly	7
Don't know / Refused [DO NOT READ OUT]	99

ASK IF dQS3=1 AND dQZ1=1, SINGLE CODE PER STATEMENT, RANDOMISE ORDER OF STATEMENTS

QZ2. And now thinking about energy specifically...to what extent do you agree or disagree with the following statements?

INTERVIEWER INSTRUCTIONS: READ OUT STATEMENTS, READ OUT FULL SCALE AFTER FIRST STATEMENT AND THEN PROMPT SCALE IF NECESSARY.

STATEMENTS (ROWS):

QZ2_1	Price comparison websites all have the same energy deals on them
QZ2_2	Price comparison websites are unbiased in the way they display energy deals
QZ2_3	Switching is a hassle that I've not got time for
QZ2_4	If I was going to change energy supplier, I would look for a supplier who offered me extra rewards
QZ2_5	I would be happy to pay slightly more for my energy if my supplier offered me better customer service

SCALE (COLUMNS):

Agree strongly	1
Tend to agree	2
Neither agree nor disagree	3
Tend to disagree	4
Disagree strongly	5
Don't know / Refused [DO NOT READ OUT]	99

ASK IF dQS3=1 AND dQZ1=1, SINGLE CODE

QZ3. How confident or unconfident do you feel about comparing the different energy deals available?

INTERVIEWER INSTRUCTIONS: READ OUT SCALE.

Very confident	1
Fairly confident	2
Neutral	3
Not very confident	4
Not confident at all	5
Don't know / Refused [DO NOT READ OUT]	99

ASK IF dQS3=1 AND dQZ1=1, SINGLE CODE PER STATEMENT, RANDOMISE ORDER OF STATEMENTS

QZ4. And to what extent do you trust or distrust your energy supplier(s) to...?

INTERVIEWER INSTRUCTIONS: READ OUT STATEMENTS, READ OUT FULL SCALE AFTER FIRST STATEMENT AND THEN PROMPT SCALE IF NECESSARY.

STATEMENTS (ROWS):

QZ4_1	Treat you fairly in their dealings with you
QZ4_2	Charge you a fair price for your gas and electricity

SCALE (COLUMNS):

Completely trust	1
Tend to trust	2
Neither trust nor distrust	3
Tend to distrust	4
Strongly distrust	5
Don't know / Refused / Not answered [DO NOT READ OUT]	99

ASK ALL, SINGLE CODE

QH15. Would you be willing for Ofgem, or a research agency appointed by them, to contact you again about any of these issues in the future?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT

Yes	1
No	2

ASK IF QH15=1, SINGLE CODE

QH16. And are you happy to have your answers to this survey attributed to you in the event that you are re-contacted for any follow-up research?

INTERVIEWER INSTRUCTIONS: DO NOT READ OUT

Yes	1
No	2

THANK & CLOSE**SHOW IF SCREENED OUT AT QS4 OR QH14:****INTERVIEWER INSTRUCTIONS: READ OUT**

Thank you for your time, however, we are looking to speak to very **small** businesses that have recently made a complaint to their energy provider, therefore, we won't be able to continue the survey at this time.

SHOW IF SCREENED OUT IN ALL OTHER INSTANCED (NOT QS4 OR QH14):**INTERVIEWER INSTRUCTIONS: READ OUT**

Thank you for your time, however, we are looking to speak to **[IF dQX1=2 OR 3: business]** customers who have recently made a complaint to their energy provider and have a clear recollection of it, therefore, we won't be able to continue the survey at this time.

SHOW IF COMPLETED SURVEY:**INTERVIEWER INSTRUCTIONS: READ OUT**

On behalf of Ofgem, thank you for your time today – we appreciate your input.

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