

Consumer Impacts of Market Conditions Survey

Technical Report – Fieldwork
January/February 2025

Prepared by BMG for Ofgem



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Context and objectives

Ofgem launched the Household Consumer Impacts of Market Conditions Tracking Survey in 2022 to provide a stronger understanding of consumer experiences and attitudes during this difficult time. The survey covers issues such as the impact of rising energy bills on households, awareness of available support, and the impacts of market conditions on energy market engagement.

The purpose of the research is to:

- measure overall consumer awareness, perceptions and experiences relating to changes in the energy market
- analyse how different audiences have been affected by these changes
- track how awareness, perceptions and behaviours vary over time.

Overview of approach

Fieldwork for this wave (wave 6) was conducted from 17 January to 7 February 2025. This wave was the first time we have had a twelve-month interval since the previous wave, prior to this, waves had been conducted an average of 6 months apart.

The previous waves were conducted:

- wave 5: 12 January to 1 February 2024
- wave 4: 3 to 20 July 2023
- wave 3: 21 November to 11 December 2022
- wave 2: 4 to 31 July 2022
- wave 1: 18 to 31 March 2022.

Fieldwork was undertaken using three approaches:

1. online surveys via online panels to capture the digitally enabled general population
2. online river sampling to capture those digitally enabled but less present on panels¹
3. face-to-face interviews to ensure the inclusion of the digitally excluded. Waves 1 to 4 also included an element of telephone interviewing, which was discontinued for wave 5 (see page 9 for more detail).

Quotas were set to ensure a representative sample of the GB population for gender, age, region, Index of Multiple Deprivation (IMD)² and Ethnicity. These targets were updated for this wave, but checks were conducted on comparisons between the old and new sets to ensure that there was no significant impact on the data. See more detail on page 9. While these were broadly achieved within the sample, any discrepancies are addressed through weighting, which uses the same proportions. Targets were taken from a combination of 2023 mid-year estimates, 2021 census and 2019 Official Index of Multiple Deprivation.

¹ River sampling is an online sampling method that recruits respondents who are not panel members by inviting them to the survey while they are completing another online activity. It allows us to reach people who, for whatever reason, would not join a panel to take surveys regularly. Using this approach helps attract a broader spread of online users.

² The Index of Multiple Deprivation (IMD) is a measure used to assess levels of deprivation across different areas. It combines multiple factors—including income, employment, health, education, crime, housing, and living environment—to rank areas from most to least deprived.

The latest wave comprised 3,458 interviews in total (maximum confidence interval of $\pm 1.67\%$ at the 95% level of confidence). A breakdown of completions by mode is outlined below.³

Method	Sample size (unweighted)
Online panel	3,046
River sampling	210
Face-to-face interviews with digitally excluded respondents	202
Total	3,458

Questionnaire design

Questionnaires were developed by BMG based on Ofgem's research objectives and shared with Ofgem for sign-off. In every wave the process was iterative, with BMG making agreed amendments to the questionnaire based on feedback and input from Ofgem stakeholders.

For this wave, as it was the first under a new contract agreement between BMG and Ofgem, the script was updated more extensively than usual levels. New areas of questioning included on this wave were:

- changing payment methods
- energy market literacy and confidence
- understanding of standing charges
- monthly energy spend
- historic market engagement
- differences in consumer experience after switching supplier
- how cost savings impact on market engagement
- price stability preferences
- numeracy skills
- personality traits

The quality of data collected in a survey is partially determined by respondents interpreting each question according to its intended meaning⁴. Cognitive interviewing is a widely used pre-testing tool in which respondents are asked to report directly on the internal cognitive processes employed to answer survey questions. Interviewers probe the meaning of specific terms or the intent of specific questions throughout the interview.

³ A 95% confidence level strikes a balance between being precise and offering a high level of certainty. A 95% confidence interval means that if we were to repeat the study multiple times, 95% of the time, the true population parameter would fall within the calculated interval. This is a commonly accepted level of confidence in social research.

⁴ Examining the complex psychological processes involved in answering different types of survey questions https://www.researchgate.net/publication/261815491_The_Psychology_of_Survey_Response_by_Roger_Tourangeau_Lance_J_Rips_Kenneth_Rasinski

Cognitive interviewing was undertaken on the new content listed above before wave 6 of this research. These used an initial draft of the survey to script an online version. This online version was then used to test how participants experienced the survey as it would appear to a 'real' respondent, including the look and feel of the survey, the question layouts, and routing. A total of 12 sessions were conducted before wave 6. Respondents were recruited to ensure representation of a mix of payment methods, age groups, energy payment method, and regional location within Great Britain.

Participants completed the cognitive interview online via video call using a screen share. Interviewees were carefully recruited with a broad demographic and regional mix of participants.

The feedback from the interviews was analysed and reported back to Ofgem, including recommendations for final changes to the questionnaire.

A final version of this questionnaire was then used by BMG to script the survey into a version optimised for online administration, and another for face-to-face interviewing, including additional screeners for digital exclusion in the face-to-face survey.

Due to constraints placed on survey length, used to manage response quality, some questions were not asked of the full sample. Where versioning occurred, respondents were either split at random into separate groups, or questions were targeted at the most relevant sub-groups.

Sampling approach

The sample was designed to be representative of Great Britain's population. Screening questions ensured participants met all of the following criteria:

- aged 16 or above
- residents of Great Britain, verified by their postcode
- have mains gas or electricity in their home
- solely or jointly responsible for their household's energy bills.

As outlined in the overview of approach section above, the survey sample consists of three methods: online panel, river sampling, and face-to-face interviews. Each of these methods required slightly different approaches, each of which is detailed below.

Online panel quotas

Quotas and weights were set for age, gender, region, IMD and ethnicity. This marks a change from previous waves, where targets were based on the 2011 Census, ethnicity was not included as a quota or weighting variable, and social grade (SEG) was used in place of the Index of Multiple Deprivation (IMD).

This update was made to ensure the survey is representative as possible of the GB population and that quotas are consistent with the revised weighting strategy. As detailed on page 9, the effects of applying these updated targets were thoroughly tested and found to have a negligible impact on the results.

Online sample provider Savanta has provided the online panel element of this project. This has remained consistent across all waves.

A full breakdown of targets alongside the achieved sample composition is provided below. Note that these quotas were applied for the online panel element only, with a tolerance of 20% applied within most cells, with the exception of ethnicity targets, to ensure quotas did not become too restrictive.

A separate sampling strategy was used for the small component of face-to-face interviews based on the prior composition of digitally excluded respondents (outlined later in this report). However, so that the final achieved composition is clear, the achieved percentages cited below include those collected face-to-face in addition to those achieved online via panel and the river approach.

Formal quotas are not possible on river sampling as participation is voluntary through email participation. However, the sample is ordered proportionately based on the online quotas. Again, for completeness, the achieved percentages set out below include those collected via river sampling.

Age (2023 mid-year estimates, ONS)	Target (%)	Achieved across all components (%)
16-34	29%	28%
35-64	48%	51%
65+	23%	21%

Gender (2023 mid-year estimates, ONS)	Target (%)	Achieved across all components (%) ⁵
Male	48%	46%
Female	52%	54%

Region (2023 mid-year estimates, ONS)	Target (%)	Achieved across all components (%)
North East	4%	5%
North West	11%	12%
Yorkshire and the Humber	8%	9%
East Midlands	7%	8%
West Midlands	9%	10%
East	10%	9%
London	14%	13%
South East	14%	13%
South West	9%	9%
Wales	5%	4%
Scotland	9%	8%

⁵ A small number selected non-binary and prefer not to say.

IMD (2019 Official Index of Multiple Deprivation, MHCLG)	Target (%)	Achieved across all components (%) ⁶
1 st quintile – Least deprived	20%	14%
2 nd	20%	17%
3 rd	20%	20%
4 th	20%	23%
5 th quintile – Most deprived	20%	26%

Ethnicity (2021 census, ONS)	Target (%)	Achieved across all components (%)
White	82%	83%
Ethnic Minority	18%	16%

Face-to-face quotas

As outlined above, the face-to-face approach was included as a route to reach digitally excluded respondents. The approach uses Computer-Assisted Self-Interviewing (CASI). Here, the interviewer completes some of the initial screening questions with the respondent and then hands over the survey device to respondents to self-complete the rest of the questionnaire.⁷ This is quicker to administer and mirrors the self-complete methodology for online interviews.

It uses screening criteria to ensure it reaches digitally excluded respondents. While this represented a change from the telephone approach used previously, all respondents went through the same digital exclusion screeners as in previous waves. To qualify, digitally excluded respondents had to fall into at least one of the following categories⁸:

1. no access to the internet
2. access to the internet but not confident using it
3. only use the internet for email, browsing, news or social media.

⁶ The achieved numbers are more skewed for IMD relative to the target, partly due to the tolerance around quotas but also because the face-to-face CASI approach targeted areas with higher deprivation (two variables which correlate with digital exclusion). Both variables are used in the Low Connectivity Index to help identify respondents more likely to be digitally excluded.

⁷ Exceptions were made where respondents were less comfortable using a tablet device or needed support for accessibility-related reasons. In these instances, the interviewer led the interview.

⁸ This is broadly based on research from Ofcom - [Digital Exclusion Review](#) (see page 5-7) and [Adults' Media Use and Attitudes report 2022 \(ofcom.org.uk\)](#) (see page 9).

To ensure sample consistency, the following age and gender targets were based on the composition by age and gender achieved in previous waves of the CIM programme.

Age and gender	Target range (min-max)	Achieved in wave 5 via face-to-face fieldwork
16-34	2% - 10%	5%
35-64	15% - 30%	24%
65+	60% - 85%	71%
Male	40% - 60%	43%
Female	40% - 60%	56%

A regional sampling point selection strategy was also created to ensure a spread of interviews across Great Britain, with a total of 10 sampling points selected. Each area consisted of a small cluster of Lower Layer Super Output Areas (LSOAs) in different regions of the country, each of which scores highly on BMG's Low Connectivity Index identifies, on average, older and more deprived localities (two variables highly predictive of digital exclusion).

In each area, approximately 20 interviews were conducted, ensuring a broadly proportionate regional mix, with coverage in Scotland, Wales, and different regions of England. See the breakdown below.

Region	% of population	Sampling points selected	Target interviews	<u>Achieved interviews</u>
South total (inc. London, South East, South West)	46%	4	80	80
Midlands total (inc. East Anglia, East Midlands, West Midlands)	17%	2	40	42
North total (inc. North East, North West, Yorks & Humber)	24%	2	40	40
Scotland	9%	1	20	20
Wales	5%	1	20	20

Fieldwork process

Fieldwork soft launch

The survey was launched on 16 January, with the early survey completes extracted and reviewed to 'sense-check' the data. These checks included ensuring that the number of valid responses was being

correctly recorded and checking the survey logic and routing were working as intended. Once everything was confirmed as working, the survey was fully launched on 17 January.

Main fieldwork

Fieldwork was undertaken from 17 January to 7 February 2025.

A total of 3,458 interviews were completed. Each online interview took approximately 20 minutes to complete, and CASI interviews to on average 22 minutes to complete.⁹

Weighting

The sample was weighted using the above target percentages set out above in the sampling approach section for age, gender, region, IMD and Ethnicity. While these weights differ from those used in waves 1-5, they were tested for comparability against previous data and determined to be a close match. The weights used in this wave will be applied in each future wave to ensure comparability.

When the programme was originally established in 2022, no 2021 census data had been published by the ONS, and an alternative source was required to match the composition of the sample to the GB population.

The review of targets and weighting schema was conducted for wave 6 because this was the first point at which 2021 census data was available with the required level of granularity. BMG therefore proposed to update this framework to bring age, gender and regional targets in line with the more recent estimates.

For social grade (SEG), this is not asked fully on the 2021 census and is only approximated. Therefore, this was also used as an opportunity to remove SEG in favour of IMD. This is because, in the modern working world, SEG is now considered a less representative picture of how job roles are split between different strata of society. SEG is also no longer asked as part of the census, and is only approximated. IMD, on the other hand, is based on postcode-level data and provides a robust, more objective measure of deprivation.

Ethnicity was also added to ensure ethnic minority groups were adequately represented in the sample.

Target	Previous source (waves 1-5)	New source (wave 6)
Age	2011 census, ONS	2023 mid-year estimates, ONS
Gender	2011 census, ONS	2023 mid-year estimates, ONS
Region	2011 census, ONS	2023 mid-year estimates, ONS
SEG	2011 census, ONS	n/a
IMD	n/a	2019 Official Index of Multiple Deprivation, MHCLG
Ethnicity	n/a	2021 census, ONS

⁹ Average times between online and CASI elements are closer than usual due to the addition of the Gabor-Granger element of the questionnaire in only the online methodology. CASI times also don't account for the time taken to recruit the interview.

Testing of the old and new weighting schemes using data from wave 6 fieldwork showed that changes as a result of weighting revisions were minimal, never exceeding a 2.0% difference and usually less than 1%.

Please note that this programme uses targets for the 16+ population of Great Britain, including data on age. In contrast, the Energy Satisfaction Survey - another survey commissioned by Ofgem as well as Citizens Advice - uses data on the household reference person, including their age. The household reference person is the member of the household in whose name the accommodation is owned or rented or is otherwise responsible for the accommodation. In households with a sole householder, that person is the household reference person. This difference in data collection means that the sample for the CIM report typically has a slightly younger profile.

The effective sample size helps assess the impact of the weights on the unweighted sample. The effective sample size is a measure of the precision of the sampling approach and the efficiency of the weights. In essence, they help assess the strength and accuracy of the survey results by accounting for potential biases and uncertainties introduced by weighting factors. The overall effective sample size was 94%.

This suggests that the sample selection process is working well in how representative it is of the GB population. Essentially, an effective sample size of 94% means that the weighted sample behaves as if it were 94% as large as the unweighted sample in terms of its capacity to produce accurate and unbiased estimates.

This figure is a useful measure because it indicates that the weighting adjustments, while necessary to ensure the sample accurately represents the broader population, have only marginally reduced the sample's statistical efficiency.

Quality checks

To maintain the highest data quality, we've implemented several checks. These include questions designed to identify and filter out respondents who rush through surveys ('speeders'), with additional steps to remove such responses post-survey.

The average survey time for those taking part in this survey was as follows:

- online interviews took on average 20 minutes to complete
- CASI interviews took on average 22 minutes to complete.

The survey also incorporated postcode validation checks to verify respondents' locations. The panel component also uses well-established, high-quality panel partner to help ensure the integrity of our data.

Other checks conducted on the panel component included verbatim checks, concentration checks, and engagement validation.

Our commitment to quality extends to our data-checking process. We meticulously review our data tables, focusing on verifying the application of weights, the accuracy and consistency of cross-break creation, and the correct application of significance testing. These steps ensure that our findings are not only accurate but also meaningful and reliable for decision-making.

No data entry phase was required for this survey. The programmed script ensured that all question routing was performed automatically, and no post-editing of the data was required in the way that might be necessary for surveys administered using a 'pencil and paper' method.

Historic changes to the programme (waves 1-5)

Overview of changes

BMG and Ofgem have worked together over the course of the CIM programme to ensure that the most up-to-date best practice approaches are taken, while ensure trackability of results with previous data. There are three main changes, which we outline below, alongside the rationale behind each change:

- 1. replacing telephone interviews with a face-to-face approach (adapted for wave 5):** Over the course of the first four waves, it became apparent that the programme is unsuited for telephone interviews as it leads to excessively long interviews. To improve engagement and respondent experience, the previous face-to-face and telephone mixed approach was replaced with an entirely face-to-face approach.

Face-to-face interviews targeted the same group as the telephone approach, with identical screening questions. Steps were also taken to ensure this component was sampled consistently in terms of the age and gender profile of digitally excluded respondents relative to the telephone approach undertaken in the previous wave.

This change had a minor impact on the small proportion of the sample (c.100 respondents) who were interviewed this way due to the change in the role of the interviewer. While an interview is still present for a CASI interview, and completes the initial screening questions for the respondent, respondents are then asked to fill out the main survey by themselves, with the interviewer only providing technical support where required. This is quicker to administer and mirrors the self-complete methodology for online interviews.

Given that only 3% of the sample is impacted by this change, the difference in the interviewer's role does not have a material impact on overall results, or on tracking between waves.

- 2. Annual review of content after year 1 of the programme (conducted for wave 4):** The CIM programme was originally established in Spring 2022 to explore consumer experiences and attitudes in the wake of the energy crisis in summer 2021. After the first year of the programme, Ofgem and BMG undertook a full review of the topics covered and questions asked within the programme in response to the current situation in the energy market. This encompassed a workshop session with stakeholder groups from across Ofgem to identify topics that were no longer relevant, ones that continued to be priorities and new factors that had emerged over the year.

BMG and Ofgem then used these outputs to redesign the questionnaire in a way that would maximise the value of the research to Ofgem and the wider energy sector.

After year 2 of the questionnaire, this process was repeated but this time only including BMG and Ofgem's internal research team. For more information on what was changed for wave 6 please see page 4.

- 3. cognitive interviewing (conducted for wave 4):** Cognitive interviewing was undertaken for both wave 4 and 6 of this research. A total of 10 sessions were conducted before wave 4 and 12 before wave 6. Please see page 4 for more information.

Reporting

The data table outputs for this survey use several research terms to describe who is included in the outputs for each survey question. The definition for these is as follows:

- **Unweighted Total:** The raw count of all of those who were asked the question as part of the survey

- **Effective Sample Size:** The sample size of the data, after weighting factors have been applied. It is a statistical concept that reflects the representativeness of the data collected.
- **Base, All Respondents:** The count of those who were asked the question after weight factors have been applied.

Statistical significance

Statistical significance is a measure used to determine the likelihood that the results observed in a survey are due to chance rather than a specific factor or intervention. It helps in assessing whether the patterns and differences found in the data are genuine and can be reliably used to infer conclusions about the broader population.

Given that the survey uses quotas rather than random probability sampling, statistical significance is indicative only, but still a useful measure to quantify confidence in statistical change.

Where significant differences between subgroups and the total sample are identified, 'total sample' represents the total sample minus the subgroup in question.

Significance differences in reporting are calculated at a 95% confidence level and shown on charts throughout the report with the use of an up ▲ or down ▼ arrow. Only where a difference is statistically significant is it discussed in the analysis of the report.

In the data tables, letters are employed to highlight significant differences when comparing one subgroup to others in the tables, or to compare subgroups against the total. These groups are identified by corresponding letters placed beneath the column headers in the cross-break section of the table. A letter underneath a percentage figure means the figure is significantly higher at 95% confidence interval than for the group denoted by the letter (see example image below). Colour-coding is used to highlight significant differences when comparing a subgroup to the total minus the subgroup in question. A red highlighted figure signifies that the subgroup is significantly lower than the total at 95% confidence interval, a green figure signifies that it is significantly higher.

A11: How often do you usually pay?				
<i>Base: All who do not have a prepayment</i>				
		Age_1		
	Total	16-34	35-64	65+
	(A)	(G)	(H)	(I)
Unweighted Total	2961	609	1401	941
Effective Sample Size for Statistic Base	2477	502	1309	816
Base: All respondents Answering	2944	848	1346	741
	100%	100%	100%	100%
Monthly	2547	701	1153	686
	87%	83%	86%	93%
	7,T8,C9,G9			A,G,H
Quarterly (every 3 months)	344	127	169	47
	12%	15%	13%	6%
	8,Y8,B9,F9	A,I	I	
Every 6 months	19	12	7	-
	1%	1%	1%	-
	8,B9,E9,H9	A		
Other (please specify)	17	3	8	5
	1%	0%	1%	1%
	6,V8,X8,C9			
Don't know	16	5	9	2
	1%	1%	1%	0%
	8,B9,C9,G9			

Statistical tests run on the data outputs are as follows:

- two-sided paired T-Test for means (the formula for which is shown below)

$$\bar{x}_1 = \frac{\sum_{i=1}^{n_1} x_{1i}}{n_1}, \quad \bar{x}_2 = \frac{\sum_{i=1}^{n_2} x_{2i}}{n_2}$$

- two-sided paired Z-Test for percentages (the formula for which is shown below).

$$c = \frac{\sum_{i=1}^{n_0} (x_{1i} - p_{10})(x_{2i} - p_{20})}{n_0}$$

$$= \frac{\sum_{i=1}^{n_0} x_{1i}x_{2i} - n_0 p_{10} p_{20}}{n_0}$$

Data retention & GDPR

All staff at BMG have received the appropriate level of training to ensure they are fully familiar with the requirements of GDPR. New staff receive a two-hour training session on Information Security and GDPR as part of the induction process.

As a registered Data Handler (Registration No. Z5081943), we have a dedicated team of database analysts, headed up by an ISEB (Information Systems Examination Board) qualified Business Systems Director, and we have all of the necessary safeguards in place to ensure Data Protection procedures are adhered to. All survey data is electronic and is kept anonymised. It is destroyed in line with MRS and data protection guidelines – which requires all personally identifiable information to be destroyed a year after it was collected, all non-identifiable information which is not required for tracking purposes will be destroyed after 2 years.

BMG adheres to the following to provide quality and provide clients with assurance:

- ISO 20252:2019; MQA Ltd – 28.02.2011 to 28.02.2025; Scope: Provision of Market Research services; Certificate Number: 0515
- ISO 9001:2015; MQA Ltd – 28.02.2011 to 28.02.2025; Scope: Provision of Market Research services; Certificate Number: 0514
- ISO 27001:2022: Peers Quality Assurance Limited - 23/05/2023 - 23/05/2026 - The International Standard for Information Security Management– Scope: All assets, staff and activities involved in the management of market, opinion, social research, software development and contact centre outsourcing from head office in Birmingham, satellite offices and remote workers with some assistance from third party organisations and services provided by self-employed interviewers. Statement of Applicability Version 10. Cert no: 1UK/1/4367583605
- Interviewer Quality Control Scheme (IQCS) Member
- Company registered under the Data Protection Act - Registration No. Z5081943
- A Fair Data organisation
- Cyber Essentials: CyberSmart; Scope: Whole Organisation; Certificate no: f2b3794e-a48d-405c-9f32-78db3769f20c – Award date: 2024-04-24
- Cyber Essentials Plus certification - CyberSmart; Scope: Whole organisation; Certificate no: 2c115c06-169a-4eaf-b089-7342d122742b – Award Date: 2024-07-04.

Appendix: Questionnaire

Survey introductions

ONLINE INTRO

Thank you for agreeing to take part in this survey.

We would now like to ask you some questions about your gas and electricity on behalf of Ofgem. Ofgem is Great Britain's energy regulator, and its main objective is to protect the interests of both current and future consumers. By understanding your views Ofgem will be better placed to meet its objective.

BMG has been commissioned by Ofgem to carry out this research.

Please remember to read all questions carefully. The survey takes around 15-25 minutes to complete on average and we have allowed time for you to consider your responses.

In this survey, there will be some questions about yourself and your household to make sure we are getting feedback from a cross section of people. A “Prefer not to answer” option will be available for you to select, if you wish to use it.

Your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is here www.bmgresearch.co.uk/privacy

Under General Data Protection Regulation (GDPR), (which protects how your data is stored and used) we need your permission to use the survey results on certain topics.

By clicking the next button, you agree to participate in the survey and for BMG to process all information collected.

Participation is completely voluntary and you may withdraw your consent at any time. Your survey answers will be combined with the answers from all other participants and used for market research reporting, and your personal data will be held for no longer than 24 months.

Base: Online only

SINGLE RESPONSE

Q1. Do you agree to take part in this survey?

Please select only one

Code	Answer list	Scripting notes
1	Yes, I agree	
2	No, I do not agree	SCREENOUT

CAPI INTRO

Good morning \ afternoon, my name is **[NAME]** and I’m from BMG Research. BMG Research is an independent research company undertaking the survey on behalf of Ofgem.

We would like to ask you some questions about your gas and electricity on behalf of Ofgem. Ofgem is Great Britain’s energy regulator.

In this survey, there will be some questions about yourself and your household to make sure we are getting feedback from a cross section of people. A “Prefer not to answer” option will be available for you to select, if you wish to use it.

The survey will take between 15 and 25 minutes to complete depending on your answers.

Your responses will be treated in the strictest confidence and you won’t be identified in any information we pass on to Ofgem. BMG Research abides by the Market Research Society Code of Conduct and strict data protection rules at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website www.bmgresearch.co.uk/privacy or on the privacy leaflet provided.

IF RESPONDENT REQUIRES FURTHER CLARIFICATION THAT BMG RESEARCH IS A GENUINE MARKET RESEARCH COMPANY, THEY CAN CALL MRS ON 0800 975 9596.

INTERVIEWER NOTE: RESPONDENT MUST BE AGED 16 OR OVER

Obtaining Informed Consent

INTERVIEWER CHECK – Are you willing to take part in the survey? *[book appointment if not convenient now]*

IF NO Thank and Close

IF YES CONTINUE

I need to record that you are happy to participate, and this one question only is recorded. This is for quality control purposes and won't be shared with anyone outside of BMG Research.

Can I confirm that you are happy to participate in the survey and to the use of your data for the purposes outlined?

Please ask the respondent to read out as follows "I agree to take part in the survey".

Screening & Profiling

FOR CAPI

Base: All respondents

SINGLE RESPONSE

QDE1. Do you have access to the internet either at home or at work or at some other location?

Please select only one

Code	Answer list	Scripting notes
1	Yes	
2	No	DIGITALLY EXCLUDED IF CHOOSE
97	Unsure	DO NOT READ OUT
98	Prefer not to answer	DO NOT READ OUT

FOR CAPI AND RIVER SAMPLE ONLY (ASK AFTER A7 FOR RIVER)

Base: All CAPI who have access to the internet or are unsure (QDE1 = 1, 3, 97), All river sample

SINGLE RESPONSE

QDE2. Overall, how confident are you as an internet user?

Please select only one

Code	Answer list	Scripting notes
1	Not at all confident	DIGITALLY EXCLUDED IF CHOOSE
2	Not very confident	DIGITALLY EXCLUDED IF CHOOSE

3	Neither confident nor unconfident	
4	Fairly confident	
5	Very confident	
97	Don't know	
98	Prefer not to answer	

FOR CAPI AND RIVER SAMPLE ONLY (ASK AFTER QDE2 FOR RIVER (AFTER A7))

Base: All CAPI and who have some confidence as an internet user (QDE2 = 3-5, 97, 98), **All river sample**

MULTI RESPONSE

QDE3. Thinking about the last six months, which of the following activities, if any, have you used the internet for?

Please select all that apply

Code	Answer list	Scripting notes
1	Email	DIGITALLY EXCLUDED IF ONLY CHOOSE
2	Generally browsing the internet	DIGITALLY EXCLUDED IF CHOOSE
3	Accessing news and sport websites	DIGITALLY EXCLUDED IF CHOOSE
4	Social networking websites (e.g. Facebook, Twitter)	DIGITALLY EXCLUDED IF CHOOSE
5	Online banking	SCREENOUT – CAPI
6	Buying goods or services online (e.g. books, CDs, tickets, groceries)	SCREENOUT – CAPI
7	Selling things on platforms such as eBay or Gumtree	SCREENOUT – CAPI
8	Downloading/streaming games, movies, TV shows etc	SCREENOUT – CAPI
9	Using government services (e.g. TV licence, road tax, passport etc)	SCREENOUT – CAPI
95	Other	SCREENOUT – CAPI
96	None of these	EXCLUSIVE - DIGITALLY EXCLUDED IF CHOOSE THIS

FOR CAPI ONLY

Base: All CAPI respondents who are digitally excluded (QDE1 = 2) OR (QDE2 = 1 OR 2) OR (**QDE3 = 1-4 OR 96**)

SINGLE RESPONSE

QDE4. Do you agree to take part in this survey?

Please select only one

Code	Answer list	Scripting notes
1	Yes, I agree	
2	No, I do not agree	SCREENOUT

INTRO TEXT

Firstly, some questions about you ...

Base: All respondents

SINGLE RESPONSE

A1. Which of the following best describes the level of responsibility you have for paying the energy bills in your household?

Please select only one

Fixed codes	Answer list	Scripting notes
1	Solely responsible	
2	Jointly responsible (e.g. with partner, housemate)	
3	No responsibility	SCREENOUT
97	Don't know	SCREENOUT

Base: All respondents

SINGLE RESPONSE

A2. Do you have mains gas and/or mains electricity in your home?

Please select only one

Fixed codes	Answer list	Scripting notes
1	Both mains gas and electricity	
2	Mains electricity only	
3	Mains gas only	
4	Neither	SCREENOUT
97	Don't know	SCREENOUT
98	Prefer not to say	SCREENOUT

Base: All respondents

SINGLE RESPONSE

A3A. Please can you tell me your age at your last birthday?

Please type your response in the box below

Fixed codes	Answer list	Scripting notes	Routing
98	Prefer not to say	FIX, EXCLUSIVE	GO TO A3B

Base: All who refused age (A3B = 98)

SINGLE RESPONSE

A3. Which of the following age bands do you belong to?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Under 16	SCREENOUT	
2	16 to 24		
3	25 to 34		
4	35 to 44		
5	45 to 54		
6	55 to 64		
7	65 to 74		
8	75+		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

A4. Which of the following best describes your gender?

Please select only one

Code	Answer list	Scripting notes	Routing
1	Male		
2	Female		
3	Non-binary		
4	Other		
98	Prefer not to say		

Base: All respondents

OPEN RESPONSE, POSTCODE FORMATTING & VALIDATION APPLIED

A7. What is your full postcode? (Please note that this information will only be used by BMG Research to explore geographical variation in responses. Your postcode will not be passed back to Ofgem unless permission is given).

Fixed codes	Answer list	Scripting notes	Routing
1		OPEN RESPONSE	ROUTE TO F9
98	Prefer not to say		ROUTE TO A7B

Base: All who refuse to share postcode (A7 = 98)

SINGLE RESPONSE, SHOW ON SAME PAGE UNDERNEATH A7

A7B. Which region do you live in?

Fixed codes	Answer list	Scripting notes	Routing
1	East Midlands		
2	East of England		
3	London		
4	North East		
5	North West		
6	South East		
7	South West		
8	West Midlands		
9	Yorkshire and the Humber		
10	Wales		
11	Scotland		
98	Prefer not to say	SCREENOUT	

Base: All respondents

SINGLE RESPONSE

F9. Which of the following best describes the ownership of your home?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
-------------	-------------	-----------------	---------

1	Being bought on a mortgage		
2	Owned outright by household		
6	Shared ownership (part owned and part rented)		
3	Rented from Local Authority		
4	Rented from Housing Association/Trust		
5	Rented from private landlord		
7	Living rent free		
95	Other		
97	Don't know		

Section A: Introduction

INTRO

We're going to start with some questions just to help get you into the flow of the survey. These are not a test, but just to help you warm up for main questions

Base: All respondents

OPEN RESPONSE, FORCE NUMERIC BETWEEN 0 AND 1000

SEG3. Imagine that we flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?

Please type your response in the box below

[]

Fixed codes	Answer list	Scripting notes	Routing
97	Don't know		

Base: All respondents

OPEN RESPONSE, FORCE NUMERIC BETWEEN 0 AND 50

SEG4. Imagine we are throwing a **five-sided die** 50 times. On average, how many times would this die show an odd number (1, 3, or 5)?

Please type your response in the box below

[]

Fixed codes	Answer list	Scripting notes	Routing
97	Don't know		

INTRO

Now we would like to ask you some questions on your energy supplier and how you pay your energy bills.

Base: All who have electricity in their home (A2 = 1-2)

SINGLE RESPONSE

A8. Who is your electricity supplier?

Please select only one

Fixed codes	Answer list	Scripting notes
31	100Green	
1	British Gas	
27	E (Gas & Electricity) Ltd	
4	E.ON / E.ON Next (formerly nPower)	
28	Ecotricity	
3	EDF	
29	Foxglove/Outfox the Market	
30	Good Energy	
34	Huddle	
26	Octopus Energy / Bulb	
6	Ovo / SSE	
33	Rebel Energy	
8	Scottish Power	
10	Shell Energy	
25	So Energy / ESB Energy	
32	Tomato Energy	
11	Utilita	
12	Utility Warehouse	
95	Other energy supplier (specify)	OPEN RESPONSE
97	Don't know	

Base: All who have gas in their home (A2 = 1, 3)

SINGLE RESPONSE

A9. Who is your gas supplier?

Please select only one

Fixed codes	Answer list	Scripting notes
-------------	-------------	-----------------

33	100Green	
13	British Gas	
29	E (Gas & Electricity) Ltd	
16	E.ON / E.ON Next (formerly nPower)	
30	Ecotricity	
15	EDF	
31	Foxglove/Outfox the Market	
32	Good Energy	
36	Huddle	
28	Octopus Energy / Bulb	
18	Ovo / SSE	
35	Rebel Energy	
20	Scottish Power	
22	Shell Energy	
27	So Energy / ESB Energy	
34	Tomato Energy	
23	Utilita	
24	Utility Warehouse	
95	Other energy supplier (specify)	OPEN RESPONSE
97	Don't know	

Base: All respondents

SINGLE RESPONSE

A9B. Overall, how satisfied or dissatisfied are you with your energy supplier?

Please select only one

Code	Answer list	Scripting notes	Routing
1	Very dissatisfied		
2	Dissatisfied		
3	Neither satisfied nor dissatisfied		
4	Satisfied		
5	Very satisfied		
97	Unsure		
98	Prefer not to answer		

Base: All respondents

SINGLE RESPONSE

A10. How do you usually pay for your energy?

Please select only one

Fixed codes	Answer list	Scripting notes
1	Pay by regular direct debit or standing order	
2	Pay on receipt of a bill by cash/cheque/debit or credit card/BACS/App	
3	Have a prepayment meter (for example, pay in advance by putting credit on a key, card or App)	
95	Pay in another way (please specify)	OPEN RESPONSE
97	Don't know	

Base: All who have a direct debit, prepayment meter, standard credit or pay another way (A10 = 1-3, 95)

MULTIPLE RESPONSE, RANDOMISE CODES 1-12

A15. You said you **[PIPE ANSWER FROM A10]**.

Why do you use the payment method you use?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	It's cheaper than other payment methods	
2	It's more convenient than other payment methods	
3	My supplier made me	
4	This was the default / I moved into a new home that already paid in this way	
5	It's easier to budget	
6	I don't know how to change it	
7	It gives me more control	
8	I haven't gotten around to changing it	
9	It helps me understand my energy consumption	
10	It's a good way to repay debt	
11	I actively chose to pay this way	FIX TOP
12	My supplier suggested I use this payment method	
13	Because I've always paid this way	
14	It helps to split bills between my household	
95	Other (please specify)	OPEN RESPONSE
97	Don't know	

Base: All who have a direct debit, prepayment meter, standard credit or pay another way (A10 = 1-3, 95)

MULTI RESPONSE

A16. If you could change your payment method for your energy, would you want to do so?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	No - I'm happy with the way I currently pay for my energy	EXCLUSIVE
2	Yes - I would prefer to pay by regular direct debit or standing order	DO NOT SHOW IF A10 = 1
3	Yes - I would prefer to pay on receipt of a bill by cash/cheque/debit or credit card	DO NOT SHOW IF A10 = 2
4	Yes - I would prefer to have a prepayment meter (for example, pay in advance by putting credit on a key, card or App)	DO NOT SHOW IF A10 = 3
97	Don't know	EXCLUSIVE

Base: Standard credit consumers (A10=2)

SINGLE RESPONSE

A16B. If your energy supplier required you to change your energy payment method from paying on receipt of a bill or invoice to your choice of either direct debit or prepayment meter, what sort of an impact would this have on you?

Please select only one

Fixed codes	Answer list	Scripting notes
1	This would be a welcome change	
2	This would make no difference to me	
3	This would be inconvenient, but not a big problem	
4	This would be a big inconvenience to me	
5	This would cause me significant difficulties	
97	Don't know	
98	Prefer not to say	

Base: All who would be caused a big inconvenience/significant difficulties (A16B = 4 or 5)

OPEN RESPONSE

A16C. Why would being required to change from paying on receipt of a bill or invoice cause <a big inconvenience/significant difficulties>?

Please type your response in the box below

[]

Base: All who do not have a prepayment meter (A10 = 1-2, 95, verbatims to be checked when finalising base size during data cleaning phase)

SINGLE RESPONSE

A11. How often do you usually pay?

Please select only one

Fixed codes	Answer list	Scripting notes
1	Monthly	
2	Quarterly (every 3 months)	
3	Every 6 months	
95	Other (please specify)	OPEN RESPONSE, CHECK IN SOFT LAUNCH TOGAUGE FREQUENCY
97	Don't know	

Base: All respondents

SINGLE RESPONSE

A13. A fixed term tariff is one where your unit rates and standing charge stay the same for the length of the contract you agree with your energy supplier. You may have to pay an exit fee to leave the tariff early.

Are you on a fixed term tariff for **<IF A2=3 “gas” / IF A2=2 “electricity” / IF A2=1 “gas and electricity”>?**

These tariffs often state the length in their name, such as a 12 months fix, or a Dec 2024 fix.

Please select only one

Fixed codes	Answer list	Scripting notes
1	Yes, gas only	SHOW IF A2 = 1, 3
2	Yes, electricity only	SHOW IF A2 = 1-2
3	Yes, gas and electricity	SHOW IF A2 = 1
4	No	FIX AT TOP
97	Don't know	
98	Prefer not to say	

Base: All respondents

MULTI RESPONSE

A14A. Some suppliers offer energy tariffs that charge consumers cheaper ‘off-peak’ rates for their energy at times of night or day when demand is at its lowest, and higher ‘peak’ rates at more popular times. These are called Time of Use tariffs and include Economy 7 or Economy 10 meters.

Is your household on one of these meters or tariffs?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	Yes – I have an Economy 7 meter	
2	Yes – I have an Economy 10 meter	
3	Yes – I have a time of use tariff	
4	Yes – but I’m not sure which type	
5	No	FIX AT TOP, EXCLUSIVE
97	Don’t know	FIX, EXCLUSIVE

Base: All respondents

SINGLE RESPONSE

A14. Do you have a smart meter in your household?

A smart meter sends your energy supplier meter readings automatically and it also has a display device which shows you how much energy you are using in near real time.

Please select only one

Fixed codes	Answer list	Scripting notes
1	Yes – I have a smart meter for mains gas	SHOW IF A2 = 1, 3
2	Yes – I have a smart meter for mains electricity	SHOW IF A2 = 1-2
3	Yes – I have a smart meter for mains gas and electricity	SHOW IF A2 = 1
5	No, but I would consider getting one in the future	
6	No, and I would not consider getting one in the future	
97	Don’t know	

Base: All respondents

SINGLE RESPONSE

A18. Which is the **main** heating system that your household uses to heat the majority of your home in the winter?

Please select only one

Fixed codes	Answer list	Scripting notes	Notes
1	Gas central heating (standard or combi boiler to heat radiators or warm air system)		
2	Electric storage heaters (usually attached to walls)		
3	Gas fires		
4	Electric heaters (e.g. electric fires, fan heaters and plug in radiators)		
5	Coal / wood / smokeless fuel fires or stoves		
6	District / communal heating a.k.a on a heat network		HEAT NETWORK
7	Heat pump – a specific type of home heating (e.g. air source / ground source / hybrid heat pump)		
10	Micro-combined Heat and Power system		
12	Other - please specify (including type of fuel)	OPEN RESPONSE	
13	No heating system		
97	Don't know		
98	Prefer not to say		

Section B1: Awareness of bills and the market

INTRO

We will now ask you some questions about the energy market and your bills.

Base: All respondents

SINGLE RESPONSE

A20B. Generally, how well or poorly do you feel you understand the following?

Please select only one

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Very poorly	
2	Poorly	
3	Neither well nor poorly	
4	Well	
5	Very well	

ROWS, RANDOMISE

Fixed codes	Answer list	Scripting notes
1	How energy prices are set and who sets them (e.g., factors influencing wholesale and retail prices, role of regulators and suppliers)	
2	The different types of tariffs available to you (e.g. fixed and variable tariffs)	
3	What's on your energy bill (e.g., how to read and interpret your bill)	
5	Payment options (e.g., different ways to pay your energy bill)	
6	Energy efficiency measures (e.g., ways to reduce energy consumption and costs)	
7	Your consumer rights and protections (e.g., what to do if you have a complaint or issue)	

Base: All respondents

SINGLE RESPONSE

G1. Approximately how much do you think you spent on energy **last month**?

Please think about both gas and electricity as a whole.

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Less than £50 last month (under £600 a year)		
2	£50 – 99 last month (£600 - £1,199 a year)		
3	£100 – 149 last month (£1,200 - £1,799 a year)		
4	£150 – 199 last month (£1,800-£2,399 a year)		
5	£200 – 299 last month (£2,400-£3,599 a year)		
6	£300 – 399 last month (£3,600-£4,799 a year)		
7	More than £400 last month (More than £4,800 a year)		
97	Don't know		
98	Prefer not to say		

Base: **All respondents**

SINGLE RESPONSE

G2. A standing charge is a daily fixed amount that customers are required to pay as part of their energy bills. Standing charges are paid even if you do not use energy that day.

Do you pay a standing charge on your energy bill?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	I definitely pay a standing charge		
2	I probably pay a standing charge		
3	I'm not sure if I pay a standing charge		
4	I probably don't pay a standing charge		
5	I definitely don't pay a standing charge		
98	Prefer not to say		

Base: All who think they pay a standing charge (G2=1-2)

OPEN RESPONSE, FORCE NUMERIC BETWEEN 0 AND 10

G2A. Off the top of your head, how much is the **daily** standing charge for your <IF A2=1 “gas and electricity”><IF A2=2 “electricity”><IF A2=3 “gas”>?

Please type your response in pounds (£) and pence (p) in the box below.

<IF A2=1 OR 2: For electricity

£ []. [] p>

<IF A2=1 OR 3: For gas

£ []. []p>

Fixed codes	Answer list	Scripting notes	Routing
97	Don't know		

Section B2: Awareness of Ofgem

INTRO

We will now ask you some questions about Ofgem.

Base: All respondents

SINGLE RESPONSE

B1. Before today, had you heard of Ofgem, the independent energy regulator for Great Britain?

Please select only one

Fixed codes	Answer list	Scripting notes
1	Yes – and I know a lot about Ofgem	
2	Yes – and I know a little bit about Ofgem	
3	Yes – I have heard of Ofgem but don't know anything about them	
4	No	
97	Don't know	

Base: All who know at least a little about Ofgem (B1=1-2)

CARD SORT, SINGLE RESPONSE, RANDOMISE ROWS

B1B. Do you think the following statements about Ofgem's **official role** are true or false?

We want to know whether you think this is part of Ofgem's official role, **not whether or not you personally think they are successful in doing this.**

Please select answer for each statement

ROWS

Fixed codes	Answer list	Scripting notes
1	Ofgem's role is to tell suppliers what price to charge consumers	FOR ANALYSIS PURPOSES: CORRECT
3	Ofgem's role is to provide advice to consumers on their energy bills	
6	Ofgem is an energy supplier	
7	Ofgem's role is to support the Government to get to net zero by 2050	FOR ANALYSIS PURPOSES: CORRECT
8	Ofgem's role is to ensure fair treatment for all consumers	FOR ANALYSIS PURPOSES: CORRECT
9	Ofgem's role is to enable competition and innovation within the energy market	FOR ANALYSIS PURPOSES: CORRECT
12	Ofgem's role is to deliver affordable energy prices	FOR ANALYSIS PURPOSES: CORRECT

COLUMNS

Fixed codes	Answer list	Scripting notes
1	True	
2	False	
97	Don't know	

Base: Those who know at least a little about Ofgem (B1=1-2)

GRID, SINGLE RESPONSE PER ROW, SPLIT SAMPLE INTO TWO GROUPS – ALL INFO (33.33%), NO INFO (66.66%)

SHOW ONLY TO ALL INFO – [Ofgem is Great Britain's independent energy regulator. It is separate from government. The government is responsible for setting the policy for the energy sector.

Ofgem sets the rules which energy suppliers and network operators must follow. Ofgem has duties to protect energy consumers (especially vulnerable people), promote competition and support decarbonisation.]

B12. To what extent do you agree or disagree with the following statements about Ofgem?

Please select only one answer option per row

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Strongly agree	
2	Tend to agree	
3	Neither agree nor disagree	
4	Tend to disagree	
5	Strongly disagree	
97	Don't know	

ROWS, RANDOMISE

Fixed codes	Answer list	Scripting notes
2	Ofgem are to blame for high energy bills at the moment	
5	Ofgem is a trusted source of information	
6	Ofgem protects vulnerable consumers	
7	Ofgem holds energy suppliers to account	
8	Ofgem protects consumers by delivering a fairer energy system	FIX AS SECOND STATEMENT
9	Ofgem is making the energy system more green and less polluting	FIX AS FIRST STATEMENT

Section C: Experience

INTRO

We would now like to ask you some questions about your experience with your energy supplier.

Base: All respondents

GRID, SINGLE RESPONSE PER ROW

D1. To what extent do you trust or distrust your energy supplier(s) to...?

Please select only one for each statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Completely trust	
2	Tend to trust	
3	Neither trust nor distrust	

4	Tend to distrust	
5	Completely distrust	
97	Don't know	
98	Prefer not to say	

ROWS

Fixed codes	Answer list	Scripting notes
1	Treat you fairly in their dealings with you	
2	Charge you a fair price for your energy	

Base: All respondents

GRID, SINGLE RESPONSE PER ROW

D2A. To what extent do you personally trust or distrust each of the following different organisations to be fair in the way they deal with customers and citizens?

Please select only one for each statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Completely trust	
2	Tend to trust	
3	Neither trust nor distrust	
4	Tend to distrust	
5	Completely distrust	
97	Don't know	
98	Prefer not to say	

ROWS

Fixed codes	Answer list	Scripting notes
1	Energy suppliers	
2	Internet/broadband suppliers	
3	Banks/building societies	
4	Insurance companies	
5	Water companies	

Section D: Engagement

INTRO

We now want you to think about changes you have made or might make to your household's energy tariff.

Base: All respondents

SINGLE RESPONSE

C4. Which, if any, of these have you or your household done IN THE PAST 6 MONTHS?

Please select only one

Fixed codes	Answer list	Scripting notes
1	I/we have compared energy tariffs but have not switched	
2	I/we have switched tariff with the same supplier	
3	I/we have switched to a new supplier	
96	None of these	FIX AT END
97	Don't know	FIX AT END
98	Prefer not to say	FIX AT END

Base: All who have not switched supplier in the last 6 months (C4#3)

SINGLE RESPONSE

C4B. Roughly, how long ago was it that you **actively chose to** do each of the following?

Please select one per statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	In the last 2 years	
2	2 to 5 years ago	
3	More than 5 years ago	
96	Never	
97	Don't know	
98	Prefer not to say	

ROWS

Fixed codes	Answer list	Scripting notes
1	Switch suppliers	
2	Switch tariff with the same supplier	SHOW IF C4#2

Base: All who have switched or compared in the past 6 months (C4=1-3)

SINGLE RESPONSE, RANDOMISE

C4A. You said that your household has [Insert answer from C4] **IN THE PAST 6 MONTHS.** How did you search for the information you were looking for?

Please select only one

Fixed codes	Answer list	Scripting notes
1	Directly with suppliers/my supplier (e.g. by phoning them up or searching on their website)	
2	Through a price comparison website (e.g. GoCompare, Compare the Market, Uswitch)	
3	Using a service that scans the energy market and contacts you if there is a better deal available (e.g. Auto Sergei, Moneysavingexpert, Martin Lewis Cheap Energy Club)	
95	Other (please specify)	FIX AT END
96	None of these	FIX AT END
97	Don't know	FIX AT END
98	Prefer not to say	FIX AT END

Base: All respondents

SINGLE RESPONSE

C4C. Imagine you were looking for a new energy deal. How confident, if at all, would you feel about understanding and comparing the prices, terms, and features of different energy deals?

Please select one per statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Very confident	
2	Fairly confident	
3	Neutral	
4	Not very confident	

5	Not confident at all	
97	Don't know/Prefer not to say	

ROWS

Fixed codes	Answer list	Scripting notes
1	Comparing prices	
2	Comparing terms and features	

Base: All who have switched or compared in last 6 months (C4 = 1-3)

MULTI RESPONSE, ROTATE

C5A. And why did your household compare?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	I wanted a cheaper tariff	
2	I was dissatisfied with my supplier	
3	I wanted a different kind of tariff	
4	I'd heard there were better quality suppliers available	
17	My previous contract expired	
18	Energy prices were going up	
19	I saw another supplier's advert	
20	Word of mouth from friends and family	
95	Other reason (specify)	FIX AT END
96	No particular reason / I was curious	EXCLUSIVE AND FIX AT END
97	Don't know	EXCLUSIVE AND FIX AT END
98	Prefer not to say	EXCLUSIVE AND FIX AT END

Base: All who have switched in last 6 months (C4 = 2-3)

MULTI RESPONSE, ROTATE

C5B. And why did your household switch <IF C4=2 "tariff" / IF C4=3 "supplier">?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	To get a cheaper tariff	
3	To get the tariff I wanted	
4	To move to a supplier with better rated customer service (e.g. I saw a star rating)	SHOW ONLY THOSE C4=3
10	Other information (e.g. word of mouth) made me think the new supplier would have better customer service than my old one	SHOW ONLY THOSE C4=3, FIXED AFTER PREVIOUS CODE
6	To get a reward or incentive as part of switching	
9	To get a supplier/tariff that was protected by the price cap	
95	Other reason (specify)	FIX AT END
97	Don't know	EXCLUSIVE AND FIX AT END
98	Prefer not to say	EXCLUSIVE AND FIX AT END

Base: All who have compared but not switched in last 6 months (C4 = 1 AND ≠ 2-3)

MULTI RESPONSE, ROTATE

C5C. And after comparing, why did your household **not** switch tariff or supplier?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	I didn't find a cheaper tariff	
2	I didn't find the kind of tariff I wanted	
3	I didn't find any better-rated suppliers	
4	I didn't find a reward or incentive as part of switching	
5	I didn't find a supplier/tariff that was protected by the price cap	
6	My current supplier offered me a new deal	
7	I couldn't be sure if other energy suppliers would be better than mine	FIX AFTER CODE 3
8	It was too much effort	
9	I didn't have the time	
10	I needed more information	
11	I forgot about it	
12	I haven't got around to it yet, but I still plan to	

95	Other reason (specify)	FIX AT END
97	Don't know	EXCLUSIVE AND FIX AT END
98	Prefer not to say	EXCLUSIVE AND FIX AT END

Base: All who have switched (C4=3 OR C4B.1=1-3)

GRID, SINGLE RESPONSE PER ROW, RANDOMISE ROWS

C10. How much better or worse is your new supplier than your old supplier across the following aspects?

Please select only one for each statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Much better	
2	Slightly better	
3	About the same	
4	Slightly worse	
5	Much worse	
97	Can't remember / Unsure	
98	Prefer not to say	

ROWS

Fixed codes	Answer list	Scripting notes
1	Customer Service	
2	Price	
3	Clarity of billing	
4	Their app	

Base: All who have switched (C4=2-3)

SINGLE RESPONSE

C11. Compare your current energy deal to your previous deal

Roughly how much, if anything, has switching **<IF C4=2 "tariff"><IF C4=3 "supplier">** saved you per month?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
-------------	-------------	-----------------	---------

1	About the same as before		
2	Under £5 a month (under £60 a year)		
3	£5-£9 a month (£60-£119 a year)		
4	£10 - £14 a month (£120-£179 a year)		
5	£15 - £19 a month (£180-£239 a year)		
6	£20 - £29 a month (£240-£359 a year)		
7	£30 - £39 a month (£360-£479 a year)		
8	More than £40 a month (more than £480 a year)		
9	I now pay more for my energy		
97	Don't know		
98	Prefer not to say		

Base: All respondents

GRID, SINGLE RESPONSE PER ROW

D3. How likely do you think it is that you or someone in your household will do these things over the next three months?

Please select only one for each statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Definitely will	
2	Probably will	
3	Unsure	
4	Probably will not	
5	Definitely will not	
98	Prefer not to say	

ROWS

Fixed codes	Answer list	Scripting notes
1	Compare energy tariffs	
2	Switch to a new tariff with my current supplier	
3	Switch to a new tariff with a new energy supplier	

Base: All respondents

CAROUSEL, RANDOMISE ROWS, SINGLE RESPONSE PER ROW

D11. To what extent do you agree or disagree with the following statements about comparing the market for new deals?

Please select only one per row

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Strongly agree	
2	Somewhat agree	
3	Neither agree nor disagree	
4	Somewhat disagree	
5	Strongly disagree	
97	Don't know / Unsure	
98	Prefer not to say	

ROWS

Fixed codes	Answer list	Scripting notes
1	It is unlikely there are cheaper deals available than my current deal	
2	It is unlikely there are any suppliers who offer better customer service than mine	
5	The energy market is complex and difficult to understand	
11	The process of switching suppliers takes a lot of time/effort	
9	I'm not interested in comparing or switching deals	
10	I would have to pay an exit fee	
13	I don't trust the switching process	
14	I have a good relationship with my current supplier	

Base: All respondents

MULTI RESPONSE, ROTATE, LIMIT TO THREE SELECTIONS

D13. Which, if any, of the following are most likely to make you want to switch to a new energy deal at the moment?

Please select up to 3

Fixed codes	Answer list	Scripting notes
1	If the new supplier is a well-known / established company	

2	If I can get a cheaper tariff than I'm currently on	
3	If the new supplier has better customer service than my current supplier	
4	To get a loyalty scheme or other incentives	
5	If I can get a green tariff	
6	If switching helped me to be protected by the price cap	
7	If I can get a fixed term tariff	
8	If I can get a variable tariff	
9	If I can get a time of use (ToU) tariff by switching	
10	If I can get an Electric Vehicle (EV) tariff by switching	
95	Something else (please specify)	OPEN RESPONSE - FIX AT END
96	There is nothing attractive	EXCLUSIVE AND FIX AT END
97	Don't know	EXCLUSIVE AND FIX AT END
98	Prefer not to say	EXCLUSIVE AND FIX AT END

Base: All respondents

SINGLE RESPONSE

D18. If there was a supplier with customer service **just as good as yours**, how much cheaper per month would the other supplier need to be to make you interested in switching?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Up to £5 a month cheaper (up to £60 a year)		
2	£5-£9 a month cheaper (£60-£119 a year)		
3	£10 - £14 a month cheaper (£120-£179 a year)		
4	£15 - £19 a month cheaper (£180-£239 a year)		
5	£20 - £29 a month cheaper (£240-£359 a year)		
6	£30 - £39 a month cheaper (£360-£479 a year)		
7	More than £40 a month cheaper (More than £480 a year)		
8	I would not switch for any amount of savings		

97	Don't know		
98	Prefer not to say		

Base: All on a fixed tariff (A13=1-3)

SINGLE RESPONSE

D7A. There are advantages and disadvantages to having energy prices which change more frequently or less frequently.

Less frequent changes: The price of your energy stays the same for longer periods, making it easier to predict your costs. However, you might miss out on savings for some time if market prices drop.

Frequent changes: Your energy prices change more often, reflecting market prices. This means you could benefit from lower bills when prices drop, but your bills could also rise more quickly if prices increase.

If prices fairly reflected the market rate how frequently would you like the energy prices on your tariff to change?

Please select only one

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Prices change every 5 years	
2	Prices change every 2 years	
3	Prices change every year	
4	Prices change every 6 months	
5	Prices change every 3 months	
6	Prices change every month	
7	Prices change every week	
97	Don't know	
98	Prefer not to say	

Divide those on a variable tariff (A13=4,97,98) 50/50 into Set A and Set B. Route SET A to G9A and SET B to G9C

Base: All SET A

SINGLE RESPONSE

G9A. The energy price cap is the maximum amount energy suppliers can charge you for each unit of energy if you're on a standard variable tariff.

Would you accept your household's energy bill increasing by an extra **£10 a year (83p a month)** if it meant that the price cap changed less frequently (every 6 months instead of every 3 months)?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Definitely would accept		
2	Probably would accept		
3	Might or might not accept		
4	Probably would not accept		
5	Definitely would not accept		
97	Don't know		

Base: All who would accept £10 (G9A=1-4)

SINGLE RESPONSE

G9B. Would you accept your household's energy bill increasing by an extra **£20 a year (£1.67 a month)** if it meant that the price cap changed less frequently (every 6 months instead of every 3 months)?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Definitely would accept		
2	Probably would accept		
3	Might or might not accept		
4	Probably would not accept		
5	Definitely would not accept		
97	Don't know		

Base: All who would accept £20 (G9B=1-4) OR SET B

SINGLE RESPONSE

G9C. <IF SET B "The energy price cap is the maximum amount energy suppliers can charge you for each unit of energy if you're on a standard variable tariff.">

Would you accept your household's energy bill increasing by an extra **£40 a year (£3.33 a month)** if it meant that the price cap changed less frequently (every 6 months instead of every 3 months)?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Definitely would accept		
2	Probably would accept		
3	Might or might not accept		
4	Probably would not accept		
5	Definitely would not accept		

97	Don't know		
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Base: All who would not accept £40 (G9C=2-5) AND SET B

SINGLE RESPONSE

G9D. Would you accept your household's energy bill increasing by an extra **£20 a year (£1.67 a month)** if it meant that the price cap changed less frequently (every 6 months instead of every 3 months)?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Definitely would accept		
2	Probably would accept		
3	Might or might not accept		
4	Probably would not accept		
5	Definitely would not accept		
97	Don't know		

Base: All who would not accept £20 (G9D=2-5)

SINGLE RESPONSE

G9E. Would you accept your household's energy bill increasing by an extra **£10 a year (83p a month)** if it meant that the price cap changed less frequently (every 6 months instead of every 3 months)?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Definitely would accept		
2	Probably would accept		
3	Might or might not accept		
4	Probably would not accept		
5	Definitely would not accept		
97	Don't know		

Section E: Affordability

INTRO

We would now like to ask you some questions about energy costs.

Base: All respondents

SINGLE RESPONSE

F5A. Which one of the following statements best describes how well you are keeping up with **energy bills** specifically at the moment?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Keeping up with energy bills without any difficulties		
2	Keeping up with energy bills, but it is a struggle from time to time		
3	Keeping up with energy bills, but it is a constant struggle		
4	Falling behind with some energy bills		
5	Having real financial problems and have fallen behind with energy bills		
6	Don't have any energy bills		
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

F5. And which one of the following statements best describes how well you are keeping up with your other general **household bills** (excluding energy bills) and credit commitments at the moment?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Keeping up with all bills and commitments without any difficulties		
2	Keeping up with all bills and commitments, but it is a struggle from time to time		
3	Keeping up with all bills and commitments, but it is a constant struggle		
4	Falling behind with some bills or credit commitments		
5	Having real financial problems and have fallen behind with many bills or credit commitments		

6	Don't have any bills or credit commitments		
97	Don't know		
98	Prefer not to say		

Base: Where have fallen behind on at least some bills or credit commitments (F5=4 or 5)

MULTI RESPONSE, ROTATE

G3. Thinking about bills other than energy, which of the below types of bills or credit commitments are you behind on at the moment?

Please select all that apply

Fixed codes	Answer list	Scripting notes	Routing
1	Water bill		
2	Mobile phone bill		
3	Landline phone		
4	Council tax		
5	Other subscriptions (such as entertainment services e.g. Netflix)		
6	Broadband / Internet		
7	TV provider (not including subscriptions such as Netflix etc)		
8	Credit cards and other buy-now-pay-later services (e.g. Klarna)		
9	Rent or Mortgage payments		
95	Other (please specify)	OPEN TEXT BOX	
97	Don't know		
98	Prefer not to say		

Base: All respondents

MULTI RESPONSE, RANDOMISE

E3 Thinking about your energy bills over the last 3 months. Which, if any, of the following have happened to you or your household because of affordability issues?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	I/we have reduced the amount of energy we are using	SHOW ALL
2	I/ we have contacted our energy supplier to ask for assistance with paying our energy bills	SHOW ALL

3	My/our energy supplier has contacted us to offer us assistance with paying our energy bills	SHOW ALL
4	I/ we have been unable to top up the meter because we can't afford it	SHOW IF A10=3, PIN CODES 4-8, 12, 13 TOGETHER
5	I/we have reduced the amount we usually put on our prepayment meter	SHOW IF A10=3, PIN CODES 4-8, 12, 13 TOGETHER
6	I/we have run out of credit on our meter and have been disconnected from our energy supply for more than 3 hours	SHOW IF A10=3, PIN CODES 4-8, 12, 13 TOGETHER
7	I/we have used the emergency credit on our meter	SHOW IF A10=3, PIN CODES 4-8, 12, 13 TOGETHER
8	I/we have asked our supplier for additional credit above the emergency credit on our meter	SHOW IF A10=3, PIN CODES 4-8 TOGETHER
9	I/we have cancelled the direct debit payment for our energy bill	SHOW IF A10=1
10	I/we have reduced the amount of our direct debit for our energy bill	SHOW IF A10=1
11	I/we have fallen behind on an energy bill and owe money to our energy supplier	SHOW IF A10=1-2
12	I recently moved on to a prepayment meter because I wanted it to help me manage what I spend on energy	SHOW IF A10=3, PIN CODES 4-8, 12, 13 TOGETHER
13	I recently moved on to a prepayment meter because my energy supplier made me	SHOW IF A10=3, PIN CODES 4-8, 12, 13 TOGETHER
14	I recently changed my payment method from direct debit to standard credit (i.e. paying on receipt of a bill) to help me manage my energy bills	SHOW IF A10=2
15	I/we have been contacted by a debt collection agency	SHOW ALL
96	None of these	EXCLUSIVE AND FIX AT END
97	Don't know	EXCLUSIVE AND FIX AT END
98	Prefer not to say	EXCLUSIVE AND FIX AT END

Base: All who selected affordability issue at E3 (E3=2-15)

SINGLE RESPONSE

E26. You said you had experienced an issue with affordability of energy bills. Do you think your supplier is aware of these affordability issues?

Please select only one

Fixed codes	Answer list	Scripting notes
1	Yes – I contacted them to let them know	
2	Yes – they contacted me about my affordability issues	
3	Yes – but there has been no contact so far about them	
4	No	
97	Don't know	
98	Prefer not to say	

Base: All with affordability issues in last 3 months (E3 = 2-15)

MULTI RESPONSE

E24. Has your household ever had similar affordability issues with your gas or electricity bills before the last three months?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	Yes – within the last two years	
3	Yes – more than two years ago	
2	No	EXCLUSIVE
97	Don't know	EXCLUSIVE
98	Prefer not to say	EXCLUSIVE

Base: All respondents

MULTI RESPONSE, ROTATE

E2. What impacts, if any, have the high costs of home energy had on your household?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	I/we have stopped saving/reduced amount regularly saving	
2	I/we have had to reduce spending on necessities (e.g. food, clothing, medicines)	
3	I/we have had to reduce other spending (e.g. holidays, meals out, days out)	

4	I/we have struggled with paying other housing costs or bills	
5	I/we have reduced the amount of energy used at home because we can't afford it	
6	I/we have used alternative heating sources more (e.g. coal/log burner)	
7	I/we have taken on more household debt (e.g. taking out loans, borrowing more, using more credit)	
95	Other risk (please specify)	FIX AT END
96	No impact	EXCLUSIVE AND FIX AT END
97	Don't know	EXCLUSIVE AND FIX AT END
98	Prefer not to say	EXCLUSIVE AND FIX AT END

Base: All respondents

SINGLE RESPONSE

E25. How much of the time are you able to keep the rooms you are using in your home at a comfortable temperature this month?

Please select all that apply

Row code	Column list	Scripting notes	Routing
1	Always		
2	Mostly		
3	Sometimes		
4	Rarely		
5	Never		
97	Don't know		
98	Prefer not to say		

Base: All respondents

MULTIPLE RESPONSE, RANDOMISE

E20. Which of the following actions, if any, have you taken in order to reduce the costs of your energy bills in the past 3 months?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	Reduced your boiler flow temperature	
2	Reduced your room thermostat	
3	Turned down radiators when rooms aren't in use	
4	Reduced washing machine temperature or number of washes	
5	Reduced tumble dryer use	
6	Turned off appliances instead of leaving them on standby	
7	Prevented heat escaping through doors, windows or chimneys by draught-proofing	
8	Installed a smart thermostat/ heating controls	
9	Changed lights to energy efficient bulbs	
10	Added secondary glazing film as temporary secondary glazing	
11	Insulated your hot water tank	
12	Added loft/home insulation	
13	Turned off my fridge / freezer	
14	Looked for or used safe, warm and free places in my local community where I can go during the day (such as village halls, churches, libraries and community centres)	
96	I have not taken any actions to reduce the cost of my energy bills	FIX AT TOP
95	Something else (please specify)	OPEN RESPONSE BOX
98	Prefer not to say	

Base: All respondents

GRID, SINGLE RESPONSE PER ROW, FIX ROWS IN POSITION

E10. Looking forward, what do you think will happen to **YOUR HOUSEHOLD'S ENERGY COSTS** across the following time periods?

By energy costs, we mean the cost per unit of energy.

Please select only one for each statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Go up a lot	
2	Go up a little	

3	Stay the same	
4	Fall a little	
5	Fall a lot	
97	Don't know	

ROWS

Fixed codes	Answer list	Scripting notes
4	Between now and the end of March 2025	SHORT TERM
6	From April 2025 onwards	LONG TERM

Base: All respondents

MULTI RESPONSE, RANDOMISE CODES 1-9

E5. Have you contacted any of the following for information, advice or support with paying your energy bills in the past 3 months?

By contact, we mean getting in touch or searching for information.

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	Citizens Advice	
2	Ofgem	
3	My energy supplier	
4	Comparison websites	
5	Local authority	
6	StepChange	
7	Money Advice Trust	
8	Another debt advice charity	FIX AT END
9	Friends and family	
10	Somewhere else (specify)	OPEN RESPONSE
11	I have not contacted any of these for information or advice	EXCLUSIVE AND FIX AT END
97	Don't know	EXCLUSIVE AND FIX AT END
98	Prefer not to say	EXCLUSIVE AND FIX AT END

Section S: Segmentation

INTRO

The next questions are designed to understand a bit more about you and the way you see the world around you. These are not supposed to be a test but are just to help us understand if there are similarities in attitudes towards the energy market between people who hold similar views to you.

Base: All respondents

GRID, SINGLE RESPONSE PER ROW

SEG1. Here are a number of personality traits that may or may not apply to you. To what extent do you agree or disagree with each statement?

You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

Please select only one for each statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Agree strongly	
2	Agree moderately	
3	Agree a little	
4	Neither agree nor disagree	
5	Disagree a little	
6	Disagree moderately	
7	Disagree strongly	

ROWS

Fixed codes	Answer list	Scripting notes
2	Critical, quarrelsome	
3	Dependable, self-disciplined	
4	Anxious, easily upset	
5	Open to new experiences, complex	
7	Sympathetic, warm	
8	Disorganised, careless	
9	Calm, emotionally stable	
10	Conventional, uncreative	

Base: All respondents

GRID, SINGLE RESPONSE PER ROW

SEG2. To what extent do you agree or disagree with each statement?

Please select only one for each statement

COLUMNS

Fixed codes	Answer list	Scripting notes
1	Agree strongly	
2	Agree moderately	
3	Agree a little	
4	Neither agree nor disagree	
5	Disagree a little	
6	Disagree moderately	
7	Disagree strongly	

ROWS

Fixed codes	Answer list	Scripting notes
1	As soon as I see a problem or challenge I start looking for possible solutions	
2	I am able to follow through with things once I've made up my mind to do something	
4	I am usually among the first to try a new product when it appears on the market	
5	I always check bills when I get them	

Section T: Closing demographics

INTRO TEXT

Finally, we've got a few questions about you; these are just to make sure we have covered a representative cross section of people. Again, we recognise that you might consider some of these questions to be personal or sensitive in which case you are free not to answer them. The information you provide will be used for the sole purpose of making sure we understand the views of different groups of customers.

Base: All respondents

SINGLE RESPONSE

CL1. In view of the general economic situation, do you think you will be able to save any money in the next 12 months?

Please select only one

Fixed code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

CL2. Could your household afford to pay an unexpected, but necessary, expense of £850?

Please select only one

Fixed code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

CL3. Have you had to borrow more money or use more credit than usual in the last month, compared to a year ago?

Borrowing or using credit includes credit cards, overdrafts, or taking out loans, borrowing from friends, family, neighbours or other personal connections.

Please select only one

Fixed code	Answer list	Scripting notes	Routing
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1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

CL3E. Which of the following statements best describes your situation in relation to your current level of debt?

Please select only one

Fixed code	Answer list	Scripting notes	Routing
1	No debt		
2	Can easily manage		
3	Getting harder		
4	Difficult to manage		
5	Unable to manage		
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

A6. Please indicate to which occupational group the **Chief Income Earner** in your household belongs, or which group fits best

If the Chief Income Earner is retired and has an occupational or private pension, please answer for their most recent occupation

If they are not in employment and have been out of work for less than 6 months, please answer for their most recent occupation

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Semi or unskilled manual work (for example, Manual workers, all apprentices to become skilled Tradesperson, Caretaker, Park Keeper, non-HGV Driver, Shop Assistant)		
2	Skilled manual worker (for example, Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver,		

	HGV Driver, AA Patrolman, Pub/Bar worker, etc.)		
3	Supervisory or clerical/ junior managerial/ professional/administrative (for example, Office worker, Student Doctor, Foreman with 25+ employees, Salesperson, etc.)		
4	Intermediate managerial/ professional/ administrative (for example, Newly qualified (under 3 years) Doctor, Solicitor, Board Director in small organisation, Middle Manager in large organisation, Principal Officer in civil service/local government)		
5	Higher managerial/ professional/ administrative (for example, Established Doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)		
6	Full time Student		
7	Casual worker – not in permanent employment		
8	Housewife/ Homemaker		
9	Retired and living on state pension (for example, not a private or work-related pension scheme)		
10	Unemployed or not working due to long-term sickness		
11	Full-time carer of another household member		
95	Other (please specify)	OPEN RESPONSE	
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

F1. What is your ethnic group?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
	White	HEADING NOT CODE	
1	British/English/Welsh/Scottish/Northern Irish		

2	Irish		
3	Gypsy, Traveller or Irish Traveller		
4	Any other white background	OPEN RESPONSE	
	Mixed	HEADING NOT CODE	
5	White and Black Caribbean		
6	White and Black African		
7	White and Asian		
8	Any other Mixed/ Multiple ethnic background	OPEN RESPONSE	
	Asian/Asian British	HEADING NOT CODE	
9	Indian		
10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Any other Asian background	OPEN RESPONSE	
	Black/Black British	HEADING NOT CODE	
14	African		
15	Caribbean		
16	Any other Black/African/Caribbean background	OPEN RESPONSE	
	Other ethnic group	HEADING NOT CODE	
95	Other ethnic group (please specify)	OPEN RESPONSE	
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

F8. What type of property does your household live in?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	House - detached		
2	House – semi-detached		
3	House – end terrace		
4	House – mid terrace		
5	Bungalow		
6	Purpose built flat / maisonette		

7	Converted flat / maisonette		
8	Tenement		
95	Other (please specify)	OPEN RESPONSE	
97	Don't know		
98	Prefer not to say		

Base: All respondents

MULTI RESPONSE

F2. INCLUDING YOURSELF, which of the following groups live in your household?

Please select all that apply and indicate the number of people in the household INCLUDING YOURSELF

Fixed codes	Answer list	Scripting notes	Routing
1	Someone who is expecting (currently pregnant)	NUMERIC – MAX 10	
2	Children aged under 5	NUMERIC – MAX 20	
3	Children aged 5-15	NUMERIC – MAX 20	
4	Adults aged 16-64	NUMERIC – MAX 20	
5	Adults aged 65+	NUMERIC – MAX 20	
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

F7. Do you or anyone in your household have any long-term illness, physical or mental health problem or disability which limits your daily activities or the work you can do? This includes problems due to old age

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Base: All respondents

MULTIPLE RESPONSE

F7A. Do you or anyone in your household have any high-risk needs that require you to use medical equipment at home that run on energy?

For example, this could be a dialysis machine, an oxygen concentrator or a ventilator.

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	Yes	
2	No	
98	Prefer not to say	

Base: All respondents

SINGLE RESPONSE

F6. As far as you are aware, are you, or is anyone in your household on your energy supplier's Priority Services Register?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

F3. SHOW ONLINE AND CAPI: What is your total household income per year from all sources, before tax and other deductions?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
3	Less than £5,000		
4	£5,000 to less than £10,000		
5	£10,000 to less than £16,000		
6	£16,000 to less than £20,000		
7	£20,000 to less than £25,000		
8	£25,000 to less than £30,000		

9	£30,000 to less than £35,000		
10	£35,000 to less than £45,000		
11	£45,000 to less than £60,000		
12	£60,000 to less than £80,000		
13	£80,000 or over		
97	Unsure		
98	Prefer not to say		

Base: All respondents

MULTI RESPONSE

F4. Is anyone in your household in receipt of any the following benefits?

Please select all that apply

Fixed codes	Answer list	Scripting notes
1	Council Tax Support	
2	Housing Benefit	
3	Income Support	
4	Income-based Jobseeker's Allowance	
5	Income-related Employment and Support Allowance	
6	Pension Credits	SHOW IF F2 CODE 5 = 1 OR MORE
7	Personal Independence Payment	SHOW IF F7 = 1
8	Social Fund (Sure Start Maternity Grant, Funeral Payment, Cold Weather Payment)	
9	Tax Credits (Child Tax Credit and Working Tax Credit)	
10	Universal Credit	
11	Disability Living Allowance	SHOW IF F7 = 1
13	Carer's Allowance	
12	Any other benefit not listed (please specify)	OPEN TEXT BOX
96	None of these	EXCLUSIVE
97	Don't know	EXCLUSIVE
98	Prefer not to say	EXCLUSIVE

Base: CAPI

CAPI OUTRO

Thank you for completing this survey.

Base: All online respondents

ONLINE OUTRO

You have reached the end of the survey. Thank you for taking the time to answer our questions. Your input is really appreciated.

Please **click next** to submit your responses.

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