

Technical Annex: Non-Domestic Consumer Research 2025

Report

Ofgem

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Introduction

This technical annex accompanies ‘Businesses’ Experiences of the Energy Market 2025: Main Research Report’. The primary aim of this research was to build on the existing Ofgem evidence base around business experiences in the non-domestic energy market. For more information on the background, aims and objectives and sample methodology of the research, please refer to the main report.

Quantitative and qualitative respondents were referred to as ‘businesses’ within the main report. However, the sample is more specifically defined as ‘non-domestic consumers’, which are businesses that operate out of non-domestic premises and that have a non-domestic energy contract. This excludes businesses that operate out of a home or domestic property. While public bodies and charities were not deliberately sampled, they were eligible to take part in the research as long as they operated from a non-domestic premises and had a non-domestic energy contract.

Ineligible businesses were those that:

- did not have a non-domestic energy contract or were not sure;
- businesses that could not provide information on their businesses’ energy supply and;
- businesses that had neither gas nor electricity in their premises or were not sure or refused to answer.

Quantitative methodology

Sampling

IFF used a Probability Proportionate to Size (PPS) approach to sampling, as per the approach used in the equivalent 2023 and 2024 study. This balanced the requirement to achieve a robust sample that was representative of the population with the need for sufficient numbers within each subgroup to enable reliable subgroup analysis. This was a two-stage approach.

At the sector level, half of the sample was drawn equally across the 9 macro-level SIC (Standard Industrial Classification) sectors,¹ with the remainder distributed in proportion to the population.

This process was then repeated within each sector, so that half the sample was distributed equally by size (0-9, 10-49, 50-249, 250+), and the other in proportion to the size distribution within that sector.²

Regional targets were set in line with the overall population distribution of Great British businesses, using 2024 Business Population Estimates (2025 statistics were not available until October 2025).³ The following tables show the targets set for the achieved sample of interviews, by size, sector and region.

Using a sample-to-target ratio of 20:1 overall, IFF made a sample order of 21,812 businesses from Market Location (a provider of UK business records).⁴ This is very similar to the sample order made from Market location in 2024 at 19,763.

Table 1.1 Size by sector targets for the Non-domestic Consumers Survey

	0	1-9	10-49	50-249	250+	Total
Agriculture /Mining /Energy (ABDE)	10	33	10	9	9	71
Manufacturing (C)	10	34	13	11	10	78
Construction (F)	18	64	18	17	17	134
Retail /Distribution (G)	14	48	17	14	13	106
Transport and Storage (H)	11	40	11	11	10	83
Hotel/Catering (I)	9	31	15	10	9	74

¹ Sectors: agriculture /mining / utilities; manufacturing; construction; retail and distribution; transport and storage; hotel and catering; finance; property, management and business services; public administration/other.

² This annex references to sole traders and micro-sized businesses, small businesses, medium-sized businesses and large businesses which directly correlate to the listed employee number sizes (0-9, 10-49, 50-249,250+). These business size definitions are standard for both the DBT Business Population Estimates and Market Location sample.

³ Population information was based on the Department for Business and Trade's business population estimates for 2024.

⁴ IFF chose Market Location in this instance because their business database has the largest number of commercially available UK business records.

Finance (K)	9	29	9	8	8	63
Property /Management /Business Services (JLM)	23	78	23	21	21	166
Public administration /Other (NPQRS)	31	105	32	29	28	225
Total	135	462	148	130	125	1,000

Table 1.2 Regional targets for the Non-domestic Consumers Survey

	No. of interviews
North East	30
North West	95
Yorkshire and The Humber	70
East Midlands	70
West Midlands	80
East of England	100
London	185
South East	170
South West	100
Wales	40
Scotland	60
Total	1,000

Questionnaire design

The questionnaire was developed via an iterative drafting process between IFF and Ofgem. IFF led the process and worked collaboratively with Ofgem to refine the questionnaire for piloting. Initial timing checks were carried out to determine the length of the questionnaire, and required changes were made to achieve an optimal length. The questionnaire builds on the 2024 non-domestic consumer survey and explored the following areas:

- Business profile
- Perceptions of the energy market
- Customer experience
- Experience of energy costs
- Switching suppliers and use of energy brokers
- Decarbonisation

The questionnaire was updated to align with current research objectives, incorporating new questions and removing ones which were no longer of interest. The majority of questions remained the same as the 2024 questionnaire to ensure robust comparisons could be made. A few questions had wording changes or were edited to include new response codes. The following questions were added to the questionnaire for 2025:

- B29a- To what extent do you agree or disagree that the broker's charges were fair to you? Please answer on a scale of 1 to 5, where 1 means 'strongly disagree' and 5 means 'strongly agree'
- C14a- Are you aware that you can use the Energy Ombudsman to investigate and resolve disputes with energy brokers?
- D10a- Why have you tried to limit or reduce the amount of electricity or gas you used in the last 12 months?
- F5a- Why doesn't your business change the amount of energy used at different times of the working day?

When referencing the 'main energy supplier', within the survey and the report, this is referring to the supplier used by non-domestic consumers who use the same supplier for gas and electricity. Where businesses had different gas and electricity suppliers these were either referred to separately or as their 'supplier' depending on the context of the writing.

To minimise respondent confusion, questionnaire prompts were supplemented with additional information where necessary to clarify terminology.

Non-domestic customers on 'dual fuel' contracts

For those on both a gas and electricity contract⁵ (i.e. dual fuel), a decision was made to randomly assign them to questions on either their gas or electricity supply, and they were routed through the survey accordingly. This was due to concerns that asking respondents about their gas and electricity separately would make the survey too long and potentially risk respondent fatigue.

Pilot

IFF conducted a small pilot of the survey between 11th and 12th August 2025. The pilot was successful, with 30 interviews conducted in total. There was a new code added to one question (B26), but otherwise no changes were required as a result of the pilot and fieldwork continued as planned.

⁵ Specifically relating to questions B4-B8 and B13-B17

Fieldwork

Mainstage fieldwork began on 26th August 2025 and ran until 1st October 2025. Surveys were conducted by IFF's interviewing panel using Computer-Assisted Telephone Interviewing (CATI) with interviews lasting 25 minutes on average.

Prior to the start of the study, all interviewers were provided with an in-depth briefing and comprehensive briefing notes. Throughout the study, meetings were held between interviewers, supervisors, and researchers to exchange experiences and share insights on recruitment and interview delivery.

All businesses that completed the survey had a non-domestic energy contract and were either responsible for arranging energy suppliers or for paying energy bills. The target respondents were members of staff with responsibility for, or understanding of, energy usage in the organisation. Where businesses had multiple sites, we interviewed members of staff who had knowledge of energy usage across the entire organisation.

Identifying and persuading the appropriate staff member to participate in the research was sometimes challenging, as energy contract responsibilities often span multiple departments. The CATI approach mitigated this by enabling interviewers to explain the study to the initial contact and collaboratively identify the most suitable participant within the organisation.

Survey - profile of completed interviews

Error! Reference source not found. and **Error! Reference source not found.** show achieved sample by size, sector, and region.

Table 1.3 Achieved sample - size by sector

	0	1-9	10-49	50-249	250+	Total
Agriculture /Mining / Energy (ABDE)	10	33	14	10	6	73
Manufacturing (C)	11	47	24	15	5	102
Construction (F)	1	56	32	23	7	119
Retail / Distribution (G)	15	45	22	18	8	108
Transport and Storage (H)	4	29	16	16	8	73
Hotel/Catering (I)	8	17	14	5	5	49
Finance (K)	2	38	14	5	4	63
Property /Management / Business Services (JLM)	14	97	43	28	16	198
Public administration / Other (NPQRS)	18	79	49	40	31	217

Total	83	441	228	160	90	1,002
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Table 1.4 Achieved sample - regional

	No. of interviews
North East	42
North West	109
Yorkshire and The Humber	81
East Midlands	79
West Midlands	88
East of England	65
London	142
South East	153
South West	137
Wales	61
Scotland	45
Total	1,002

Table 1.5 details sample outcomes and response rates for the survey.

Table 1.5 Sample outcomes

Sample outcome	Number of contacts	% of total sample	% of completed contacts
Total issued sample	21,650		
Ineligible establishments	1,500	7%	-
Unavailable during fieldwork / out of quota / includes soft and hard appointments	14,503	67%	-
Unobtainable/invalid numbers	3,034	14%	-
Total completed contacts with eligible respondents	2,613		
Achieved interviews	1,002	5%	38%

Respondent refusal	1,588	7%	61%
Breakdown during interview	23	0%	1%

Data processing

Survey responses were processed using IBM SPSS. Descriptive statistics were presented in Excel tables, which showed aggregate responses for each question as well as by key subgroups. All data files received full variable checks by members of the research team.

Coding was conducted on an on-going basis to code frames. Data files are GDPR compliant and ensure that respondents are not identifiable, with verbatim text included but revised to remove identifying information.

The following quality checks were conducted:

- We monitored the pattern of responses to identify ‘rogue’ completes where respondents appear not to have given considered answers. For example, we would ‘flag up’ cases where respondents have given the same/similar answers to all questions or where the questionnaire has been completed very much faster than average (e.g. in 5 mins). No such instances were identified.
- The coding manager checked at least 5% of the work of each coder. The coding team were briefed face-to-face by the research team.
- The specification for data preparation was signed-off by the Research Director and Ofgem.
- The starting list of analysis cross-breaks was developed by the Research Director and agreed with Ofgem before programming.
- All datasets (tables and SPSS files) were programmed by our experienced data services team and then checked sequentially by multiple members of the research team, before being signed off by the Research Director.

Weighting

Weighting was applied to the survey data to account for the purposive approach taken to sampling, and to ensure that the data was representative of the population. Using the same approach taken in 2024, the weighting approach combined the latest Business Population Estimates and responses to the screening section of the survey. Because certain businesses were ineligible, data from the screener questions were used to estimate an adjusted population of eligible businesses.

Using data from the screening questions at the beginning of the survey, estimated non-domestic consumer population statistics were created, so that the data could be weighted to represent the population. This section discusses how the adjusted population figures were determined.

To be eligible for the survey, non-domestic consumers had to:

- Have a business (rather than domestic) mains gas or electricity contract; and
- Be responsible for arranging their business’s energy suppliers or for paying their business’s energy bills.

In preparing sample targets we estimated the population by starting with the Department of Business and Trade's 2024 business population estimates statistics and making assumptions about eligibility based on responses to screener questions S3, S4, S5 and S6:

S3 Before beginning, can I just check whether your business's main premises has a non-domestic energy contract, rather than a domestic or residential one?

- Yes
- No (screen out)
- Don't know (screen out)

S4 And can I just check, are you, or somebody else in the business, responsible for arranging your business's energy suppliers or for paying your business's energy bills?

- Yes
- Yes – and we can provide some information about energy usage/energy contracts
- Yes, somebody else in the business [ASK TO BE TRANSFERRED]
- Yes – but we cannot provide any information about energy usage/energy contracts (screen out)
- No (screen out)
- Don't have an energy contract (screen out)
- Don't know (screen out)
- Refused (screen out)

S5 And can I check whether you are part of the head office of your business, or have knowledge of energy usage across the entire GB business?

- Yes
- No [ask to be transferred] (if transferred, return to S2. If not, screen out)
- Don't know

S6 Which of the following forms of energy does your main business premises use?

- Mains gas and electricity
- Mains electricity only
- Mains gas only
- Neither (screen out)
- DO NOT READ OUT: Don't know (screen out)
- DO NOT READ OUT: Refused (screen out)

Eligible population by sector and size

The tables below show the makeup of the adjusted population by sector and size (Table 1.6) and by region (Table 1.7). These proportions are based on all respondents who reached the above screener questions (S3, S4, S5 and S6), and those who stated in the introduction that they felt the survey was not relevant to them because they had a domestic contract. These proportions were applied to the survey data so that the survey data was in line with the adjusted population of eligible businesses in Great Britain.

Table 1.6 Proportion of eligible non-domestic consumers by sector and size

	0-9	10-49	50-249	250+
Agriculture /Mining / Energy (ABDE)	59.8%	78.9%	82.4%	100.0%
Manufacturing (C)	64.4%	92.6%	85.7%	60.0%
Construction (F)	27.9%	86.5%	96.7%	83.3%
Retail / Distribution (G)	60.0%	88.5%	92.0%	100.0%
Transport and Storage (H)	29.2%	71.4%	72.4%	77.8%
Hotel/Catering (I)	60.7%	75.0%	71.4%	87.5%
Finance (K)	35.4%	58.3%	72.7%	75.0%
Property /Management / Business Services (JLM)	35.3%	63.4%	84.8%	88.2%
Public administration / Other (NPQRS)	53.3%	68.5%	78.6%	71.4%

Table 1.7 Proportion of eligible non-domestic consumers by region

Region	% eligible
North East	58.2%
North West	54.7%
Yorkshire and The Humber	56.8%
East Midlands	62.9%
West Midlands	54.5%
East of England	45.9%
London	41.9%
South East	49.3%
South West	56.0%

Scotland	58.3%
Wales	60.8%

Quantitative reporting

Throughout the main report of findings, all reported differences between subgroups of businesses in the survey (e.g. by business size or sector) are statistically significant (using a confidence interval of 95%), unless otherwise stated. Where there is a significant difference between a subgroup figure and the average of all other figures, this is signified with an asterisk (*) in a chart or a table.

When reading the accompanying excel data tables, a significant difference between a particular subgroup figure and the average of the other subgroups is flagged on the table with an asterisk * next to that subgroup percentage. In the row below the percentage figure, letters are used to denote that the percentage for that subgroup is significantly different to the other subgroup(s), indicated by the letter corresponding to the column labels.

Where data is based on fewer than 50 interviews, we are less confident that the finding applies to the wider population of GB businesses. Such findings should therefore be interpreted with caution.

Each table identifies the subset of respondents whose data was used to answer a particular question. This subset is determined by the survey's routing.

Where appropriate, the results from this research have been significance tested⁶ against the non-domestic research that was conducted for Ofgem in 2024, which was conducted using a similar methodology, but earlier in the calendar year (Survey: 26th July 2024 to 9th September 2024, Qualitative interviews: 23rd October to 20th November 2024).⁷

For some survey questions, the data shows high levels of 'don't know' reported by businesses. This could be due to several factors including the respondent lacking knowledge or responsible for the mentioned area or experiencing difficulty comprehending a question.

⁶ Statistical significance was calculated with a 95% confidence interval.

⁷ This report can be found here: [Non-domestic 2024 research report | Ofgem](#). Survey fieldwork for this report was conducted between 26th July to 9th September 2024.

Qualitative interviews methodology

Qualitative research was undertaken to further explore businesses' views and experiences of the energy market. This comprised 30 in-depth interviews with businesses that had previously expressed interest in follow-up contact during the survey. Each interview lasted approximately 45 minutes.

Topic guide design

The topic guide was developed through a collaborative process between IFF and Ofgem, with IFF leading the drafting. Initial timing checks were conducted to determine the appropriate length (approximately 45 minutes), and adjustments were made accordingly to the routing of the guide.

To align with the specific policy interests of the 2025 research, an updated topic guide was developed. This guide asked some of the same questions as the one used in the 2024 Non-Domestic Consumers Survey for Ofgem alongside new questions probing updated policy areas of interest. The emphasis was on going into more depth on key themes from the survey, rather than covering all survey themes in less detail.

The interviews focused on the following areas:

- Organisation needs and priorities;
- Affordability;
- Understanding of bills;
- Complaints;
- Experience of using brokers and;
- Net Zero/ decarbonisation.

Qualitative achieved sample

Of the 1,002 respondents who completed the survey, 387 agreed to be recontacted, representing 39% of all completed interviews. Qualitative fieldwork ran from 19th November until 18th December 2025. The achieved sample for qualitative interviews against out minimum quotas, can be found in Table 1.8.

Table 1.8 Qualitative interview achieved sample

Quota group	Target interviews (Minimum quotas)	Completed interviews
All interviews	30	30
Size		
0-9 (Sole trader & Micro)	3	15
10-49 (Small)	3	6
50-249 (Medium)	3	4
250+ (Large)	3	5

Sector		
Agriculture / Mining / Energy	2	1
Manufacturing	2	5
Construction	2	3
Retail / Distribution	2	5
Transport and Storage	2	3
Hotel / Catering	2	3
Finance	2	2
Property / Management / Business Services	2	3
Public Administration / Other	2	5
Struggle with bill in the last 12 months		
Struggle with bills last 12 months - Yes	6	8
Smart meter / AMR (Automated Meter Reading)⁸ / neither		
Smart meter only	2	1
AMR only	2	3
Neither smart meter or AMR	2	23
Fair treatment from supplier		
Fair treatment	3	14
Unfair treatment	3	6
Dissatisfaction with energy supplier due to billing issues		
Dissatisfied with energy supplier due to billing issues – Yes	5	1

⁸ Automated Meter Reading (AMR) . An AMR meter only communicates from the customer to the energy supplier, whereas a smart meter has two-way communication between the energy supplier and the customer.

Complaint reason		
Billing	2	3
Overcharging	2	3
Poor communication	2	0
Poor customer service	2	3
Meter issues	2	4
Complaint status		
Unresolved	2	10
Sought external advice on energy related matters		
Sought external advice – Yes	2	9
Switched energy suppliers or contract in the last 12 months		
Switched energy suppliers or contract in the last 12 months – Yes	5	16
Used a broker when switching		
Used a broker when switching – Yes	8	19
Satisfied with broker	4	11
Dissatisfied with broker	4	5
Consulted a broker but didn't use their services		
Consulted a broker but didn't use their services – Yes	4	1
Used a broker for other services		
Used a broker for other services – Yes	4	6
Limited energy use (appliances)		
Limited energy use – Yes	2	19
Barriers to reduce carbon emissions		

Identified barriers to reducing business's carbon emissions	5	24
Self-reported energy literacy		
Low self-reported energy literacy	4	3
High self-reported energy literacy	4	22

Qualitative analysis

Each interview was written up into an analysis framework. This is an Excel-based framework structured under headings relating to the research questions, allowing interviews to be compared and judgments made about the commonality of views expressed. The framework also contained demographic information, allowing subgroup differences to be identified. The research team then used this to conduct individual analysis as well as a group discussion session. The consensus reached on the key narratives which then form the basis of the qualitative element of reporting.

Appendix

Appendix A: Questionnaire Screener

S1 Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of Ofgem, the independent regulator of energy in Great Britain.

I need to speak to [HASCON=1: CONTACT NAME please; HASCON=2: the member of staff who is responsible for arranging and/or paying for your business's energy supply please?]

[IF SIZE>50 AND HASCON=2: This might be the Environment / Energy / Facilities / Operations Manager within your business.

IF CONTACT DOES NOT WORK THERE, ADD:

No problem, if I could speak to a member of staff who has an understanding of the energy supply within the business, please?

ADD IF NECESSARY: This might be the Environment / Energy / Facilities / Operations Manager within your business.

ADD IF NECESSARY: This is in no way an energy sales call.

ADD IF NECESSARY: We're contacting on behalf of Ofgem, the independent regulator of energy in Great Britain, who want to explore companies' experiences of the energy market and are keen to hear about your business's views.

ADD IF MENTIONS THAT BILLS ARE LOOKED AFTER BY LANDLORD OR A THIRD PARTY: You may still be eligible to take part if you know a bit about your energy usage. It would be great if I could ask a few more questions to see if this applies to you?

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Engaged	4	CALL BACK
Refusal	5	CLOSE
Refusal – company policy	6	
Refusal – Recent participation in Non-Domestic Energy Affordability Scheme Evaluation	18	
Refusal – Taken part in recent survey	7	
Refusal – serviced building with energy included in rent	19	
Business WFH only	16	

Nobody at site able to answer questions	8	
Not available in deadline	9	
Fax Line	10	
No reply / Answer phone	11	
Residential Number	12	
Dead line	13	
Company closed	14	
Domestic or residential tariff / contract	17	
Request reassurance email	15	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

ASK ALL

S2 **Good morning/afternoon, my name is NAME and I'm calling on behalf of Ofgem.**

I am calling today as we are working on behalf of Ofgem to explore and understand companies' experiences in the energy market.

ADD IF NECESSARY: This is in no way an energy sales call.

Your views are important and will help Ofgem develop policies that can support businesses in responding to their energy needs. It would be great if I could run through some questions quickly with you now, please?

ADD IF NECESSARY: Ofgem is the independent regulator for energy in Great Britain. Its role is to protect consumers, like yourselves, by regulating suppliers and the security and sustainability of the energy supply. This is not a sales exercise in any way.

ADD IF NECESSARY (unless the respondent has already asked how long the call will take): The call today will take around 15-20 minutes depending on the answers given.

ADD IF MENTIONS THAT BILLS ARE LOOKED AFTER BY LANDLORD OR A THIRD PARTY: You may still be eligible to take part if you know a bit about your energy usage. It would be great if I could ask a few more questions to see if this applies to you?

Continue	1	CONTINUE
Referred to someone else at establishment NAME_____	2	TRANSFER AND RE-INTRODUCE

JOB TITLE _____		
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – Recent participation in Non-Domestic Energy Affordability Scheme Evaluation	11	
Refusal – taken part in recent survey	7	
Refusal – serviced building with energy included in rent	12	
Not available in deadline	8	
Domestic or residential tariff / contract	10	
Request reassurance email	9	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

ASK ALL AGREEING TO TAKE PART (S2 = 1)

GDPR That’s excellent - thank you. Before we proceed any further, I’m required to tell you that, under data protection law, you have the right to have a copy of your data, change your data, or withdraw from the research at any point. If you’d like to do this, or find out more, you can consult our website at iffresearch.com/gdpr.

As part of our quality control procedures, all interviews are recorded automatically. Is that OK?

Yes	1	CONTINUE
No (Refusal)	2	THANK AND CLOSE

REASSURANCES TO USE IF NECESSARY

- Participation is completely voluntary. You are under no obligation to take part.
- IFF Research will not disclose to Ofgem who has taken part in the research and your responses will be **completely anonymous** and used for research purposes only. All names and contact details are deleted at the earliest opportunity – and no more than 12 months after the end of the project. More information about this can be found on our website – www.iffresearch.com
- You have the right to have a copy of your data, change your data, or withdraw from the research at any point. If you'd like to do this, you can consult our website at www.iffresearch.com/gdpr
- IFF Research is a member of the Market Research Society, and as such has to comply with its Code of Practice, which is available to view on the MRS website (www.mrs.org.uk)
- If you wish to confirm the validity of this study or get more information about aims and objectives, you can contact:
 - **MRS: Market Research Society on 0800 975 9596**
 - **IFF: Annie Avis at ofgemenergysurvey@iffresearch.com**
 - **Ofgem: Nicky Jackson at Nicky.jackson@ofgem.gov.uk**

ASK ALL

S3 Before beginning, can I just check whether your business’s main premises has a non-domestic energy contract, rather than a domestic or residential one?

IF NECESSARY: main business premises could be the primary location where your business operates, where the most energy is used, or where the majority of employees are based.

DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	Thank and close “Based on your responses we don't think you qualify for this survey. Thank you for your time.”
Don't know	3	Thank and close “Based on your responses we don't think you qualify for this survey. Thank you for your time.”

ASK ALL

S4 And can I just check, are you, or somebody else in the business, responsible for arranging your business’s energy suppliers or for paying your business’s energy bills?

IF MENTIONED LANDLORD OR THIRD PARTY PAYS BILLS: Before we begin, can I just check, are you, or somebody else in the business, responsible for arranging your business’s energy suppliers?

DO NOT READ OUT. SINGLE CODE

Yes	1	
Yes – and we can provide some information about energy usage/energy contracts	2	
Yes, somebody else in the business [ASK TO BE TRANSFERRED]	3	IF TRANSFERRED, RETURN TO S2.
Yes – but we cannot provide any information about energy usage/energy contracts	4	THANK & CLOSE “Based on your responses we don't think you qualify for this survey. Thank you for your time.”
No	5	
Don’t have an energy contract	6	
Don’t know	7	
Refused	8	

ASK ALL

S5 And can I check whether you are part of the head office of your business, or have knowledge of energy usage across the entire GB business?

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No [ASK TO BE TRANSFERRED]	2	IF TRANSFERRED, RETURN TO S2. IF NOT, THANK & CLOSE “Based on your responses we don't think you qualify for this survey. Thank you for your time.”
Don’t know	3	

ASK ALL

S6 Which of the following forms of energy does your main business premises use?

IF NECESSARY: That is, gas or electricity derived from the public grid system

IF NECESSARY: Main business premises could be the primary location where your business operates, where the most energy is used, or where the majority of employees are based.

READ OUT. SINGLE CODE.

Mains gas and electricity	1	
Mains electricity only	2	
Mains gas only	3	
Neither	4	THANK & CLOSE
DO NOT READ OUT: Don't know	5	
DO NOT READ OUT: Refused	6	

S6Dum DUMMY VARIABLE, DO NOT ASK

Gas	1	S6=1/3
Electricity	2	S6=1/2

ASK ALL

S7 Do you use any of these heating methods in any of your business premises?

MULTI CODE. READ OUT

INTERVIEWER INSTRUCTION: Code all that apply.

Electric central heating	1	DO NOT SHOW IF S6=3
Gas central heating	2	DO NOT SHOW IF S6=2
A ground source or air source heat pump	3	
Oil central heating	4	
Combined Heat and Power	5	
Biomass/biogas	9	
Storage heaters	10	
Other (please specify)	6	WRITE IN

DO NOT READ OUT: No heating method used	7	EXCLUSIVE
DO NOT READ OUT: Don't know	8	EXCLUSIVE

ASK ALL

S8 Are any of your business premises connected to a heat network, also known as district heating?

IF NECESSARY (DOES NOT UNDERSTAND THE TERM HEAT NETWORK): For example, heating is provided by communal heating, provided by a shared boiler, or another heat source. The boiler provides heat to all units **within that property**. Other properties are on district heating systems where heating is provided by a shared boiler or heat source that provides heating and hot water for **multiple properties**.

DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	
Don't know	3	

A Business Profile

ASK ALL

- A1 **We just need to clarify the size and region of the business. How many employees are there in your business in Great Britain?**
IF NECESSARY: BY GREAT BRITIAN, WE MEAN ENGLAND, SCOTLAND AND WALES (EXCLUDING NORTHERN IRELAND AND CHANNEL ISLANDS)

Please include both full-time and part-time employees on your payroll, and employees across all sites, but exclude working proprietors or owners, outside contractors, and agency staff

If you are a sole trader, you should answer 0 here

ENTER NUMBER

WRITE IN. MINIMUM 0.		
DO NOT READ OUT Don't know	1	
DO NOT READ OUT Refused	2	

IF DOESN'T KNOW, PROMPT WITH RANGES

Is it roughly...?

READ OUT. SINGLE CODE.

0 employees (Sole Trader)	1	
1-9 employees (Micro)	2	
10-49 employees (Small)	3	
50-249 employees (Medium)	4	
250+ employees (Large)	5	
DO NOT READ OUT: Don't know	6	
DO NOT READ OUT: Refused	7	

A1 Dum DUMMY VARIABLE, DO NOT ASK

0 employees (Sole Trader)	1	A1=0 or A1DK=1
1-9 employees (Micro)	2	A1=1-9 or A1DK=2

10-49 employees (Small)	3	A1=10-49 or A1DK=3
50-249 employees (Medium)	4	A1=50-249 or A1DK=4
250+ employees (Large)	5	A1=250+ or A1DK=5
Unknown	6	A1=code 2 or A1DK=6/7

ASK ALL

A2 **Which region is your business based /headquartered in?**

DO NOT READ OUT, PROMPT AS NECESSARY. SINGLE CODE.

North East	1	
North West	2	
Yorkshire and the Humber	3	
East Midlands	4	
West Midlands	5	
East of England	6	
London	7	
South East	8	
South West	9	
Scotland	10	
Wales	11	
Outside Great Britain	12	THANK AND CLOSE “Based on your responses we don't think you qualify for this survey. Thank you for your time.”
Don't know	13	
Refused	14	

ASK ALL

A3 **We have [SECTOR DESCRIPTION FROM SAMPLE] as a broad classification for your business. Does this sound about right?**

DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	
Don't know	3	

ASK IF SIC CODE ON SAMPLE IS INCORRECT (A3=2/3) OR IF SIC CODE = MANUFACTURING, MINING/QUARRYING OR ARTS & HERITAGE (SAMPLE_SIC CODE = TBC)

A4 How would you describe the main activity of your business?

SUGGESTED PROBES:

- **What would you type into a search engine to find a business like yours online?**
- **What is the main product or service of this business?**
- **What exactly is made or done?**

WRITE IN. PROBE AS NECESSARY.		
DO NOT READ OUT Don't know	1	
DO NOT READ OUT Refused	2	

A5 Removed

B Energy contract

IF HAS GAS AND ELECTRICITY SUPPLY (S6DUM=1 AND 2)

B1 **Do you use the same supplier for your gas and electricity supply?**

READ OUT. SINGLE CODE.

Yes	1	
No	2	
DO NOT READ OUT Don't know	3	

IF USE SAME SUPPLIER FOR GAS AND ELECTRICITY (B1=1)

B2 **Please could you tell me who your gas and electricity supplier is?**

If you have more than one contract across different sites, please answer based on your main site, or the site with the highest energy use.

DO NOT READ OUT. SINGLE CODE.

Axpo	1	
British Gas	2	
Brook Green Supply	3	
Bryt Energy	4	Electricity only
Corona Energy	5	
Crown Gas & Power	6	Gas only
Drax	7	Electricity only
E.ON UK	8	
EDF Energy	9	
ENGIE	10	
Eni	11	Gas only
NPower Business Solutions	12	
Octopus Energy	13	
Opus Energy	14	
PE	15	

Pozitive Energy (PE Energy)	16	
Regent Gas	17	Gas only
Ruby Energy (formerly BES)	18	
Scottish Power	19	
SEFE Energy (formerly Gazprom)	20	
Shell Energy	21	
Smartest Energy	22	
SSE	23	
Total Energies Gas & Power	24	
YU Energy	25	
Other – Please specify	26	WRITE IN
Don't know	27	
Refused	28	

IF SUPPLIER KNOWN (B2=1-26)

B3 **Why do you use [INSERT SUPPLIER FROM B2] as your main energy supplier?**

DO NOT READ OUT. MULTI CODE.

INTERVIEWER INSTRUCTION: Code all that apply.

Cheapest option	1	
Best range of products / tariffs	2	
Good customer service	3	
The supplier offers green contracts / products	4	
Have always used them	5	
The supplier is the only one who would offer me a contract	6	
This was recommended to me by a third party intermediary (TPI) or an energy broker	7	
Never had an issue with them	8	

Easiest option	12	
The supplier has a good reputation	13	
Offered the desired contract type	14	
Unable to exit contract	15	
They are also my domestic supplier	16	
They were the supplier at the site when I moved in	17	
Another reason – please specify	9	WRITE IN
Don't know	10	EXCLUSIVE
Refused	11	EXCLUSIVE

NOTE FOR DS: IF HAS GAS AND ELECTRICITY SUPPLY (S6DUM=1 AND 2) PLEASE RANDOMLY ASK GAS QUESTIONS TO HALF (B4-B8) AND ELECTRICITY QUESTIONS TO HALF (B13-B17)

IF DO NOT USE SAME SUPPLIER FOR GAS AND ELECTRICITY (B1=2/3) OR ONLY HAVE GAS SUPPLY (S6DUM=1 ONLY)

B4 Who is your business's main gas supplier?

If you have more than one contract across different sites, please answer based on your main site, or the site with the highest energy use

DO NOT READ OUT. SINGLE CODE.

Axpo	1	
British Gas	2	
Brook Green Supply	3	
Corona Energy	5	
Crown Gas & Power	6	
E.ON	8	
EDF Energy	9	
Engie	10	
Eni	11	
NPower Business Solutions	12	
Octopus Energy	13	
Opus Energy	14	
PE	15	
Pozitive Energy	16	
Regent Gas	17	
Ruby Energy (formerly BES)	18	
Scottish Power	19	
SEFE Energy (formerly Gazprom)	20	
Shell Energy	21	
Smartest Energy	22	
SSE	23	
Total Energies Gas & Power	24	
YU Energy	25	
Other – Please specify	26	WRITE IN

Don't know	27	
Refused	28	

IF GAS SUPPLIER KNOWN (B4=1-26)

B5 **Why do you use [INSERT SUPPLIER FROM B4] as your main gas supplier?**

DO NOT READ OUT. MULTI CODE.

INTERVIEWER INSTRUCTION: Code all that apply.

Cheapest option	1	
Best range of products / tariffs	2	
Good customer service	3	
The supplier offers green contracts / products	4	
Have always used them	5	
The supplier is the only one who would offer me a contract	6	
This was recommended to me by a third party intermediary (TPI) or an energy broker	7	
Never had an issue with them	8	
Easiest option	12	
The supplier has a good reputation	13	
Offered the desired contract type	14	
Unable to exit contract	15	
They are also my domestic supplier	16	
They were the supplier at the site when I moved in	17	
Another reason – please specify	9	WRITE IN
Don't know	10	EXCLUSIVE
Refused	11	EXCLUSIVE

B6 **Question deleted.**

B7 **Question deleted.**

ASK IF HAS GAS MAINS (S6DUM=1)

B8 Do you have either of the following for gas?

READ OUT. SINGLE CODE.

	YES	NO	Don't Know
_1 Smart Meter IF NECESSARY: Smart meters automatically send energy usage information over wireless networks to the supplier, and give detailed usage information to the customer	1	2	3
_2 Automated Meter Reading (AMR) device IF NECESSARY: AMR devices remotely read meters and transmit the data to suppliers, eliminating the need to send manual meter readings.	1	2	3

IF NECESSARY: THE MAIN DIFFERENCE BETWEEN SMART METERS AND AUTOMATIC METER READING (AMR) DEVICES LIES IN THEIR COMMUNICATION CAPABILITIES. SMART METERS OFFER TWO-WAY COMMUNICATION BETWEEN THE BUSINESS AND THE ENERGY SUPPLIER, WHILE AMR DEVICES TYPICALLY ONLY SEND DATA ONE-WAY FROM THE CUSTOMER TO THE SUPPLIER.

B9 **Question deleted**

B10 **Question deleted**

B11 **Question deleted**

B12 **Question deleted**

IF DO NOT USE SAME SUPPLIER FOR GAS AND ELECTRICITY (B1=2/3) OR ONLY HAVE ELECTRICITY SUPPLY (S6DUM=2 ONLY)

B13 Who is your business's main electricity supplier?

If you have more than one contract across different sites, please answer based on your main site, or the site with the highest energy use

DO NOT READ OUT. SINGLE CODE.

Axpo	1	
British Gas	2	
Brook Green Supply	3	
Bryt Energy	4	Electricity only
Corona Energy	5	
Drax	7	Electricity only
E.ON UK	8	
EDF Energy	9	

ENGIE	1	
NPower Business Solutions	12	
Octopus Energy	13	
Opus Energy	14	
PE	15	
Pozitive Energy	16	
Ruby Energy (formerly BES)	18	
Scottish Power	19	
SEFE Energy (formerly Gazprom)	20	
Shell Energy	21	
Smartest Energy	22	
SSE	23	
Total Energies Gas & Power	24	
YU Energy	25	
Other – Please specify	26	WRITE IN
Don't know	27	
Refused	28	

ASK IF NAME OF ELECTRICITY SUPPLIER GIVEN (B13=1-26)

B14 **Why do you use [INSERT SUPPLIER FROM B13] as your main electricity supplier?**

MULTI CODE. DO NOT READ OUT. INTERVIEWER INSTRUCTION: Code all that apply.

Cheapest option	1	
Best range of products / tariffs	2	
Good customer service	3	
The supplier offers green contracts / products	4	
Have always used them	5	
The supplier is the only one who would offer me a contract	6	

This was recommended to me by a third party intermediary (TPI) or an energy broker	7	
Never had an issue with them	8	
Easiest option	12	
The supplier has a good reputation	13	
Offered the desired contract type	14	
Unable to exit contract	15	
They are also my domestic supplier	16	
They were the supplier at the site when I moved in	17	
Another reason – please specify	9	WRITE IN
Don't know	10	EXCLUSIVE
Refused	11	EXCLUSIVE

ASK IF HAS ELECTRICITY MAINS (S6DUM=2)

B15 Do you have either of the following for electricity?

READ OUT. SINGLE CODE.

	YES	NO	Don't Know
_1 Smart Meter IF NECESSARY: Smart meters automatically send energy usage information over wireless networks to the supplier, and give detailed usage information to the customer	1	2	3
_2 Automated Meter Reading (AMR) device IF NECESSARY: AMR devices remotely read meters and transmit the data to suppliers, eliminating the need to send manual meter readings.	1	2	3

IF NECESSARY: The main difference between smart meters and Automatic Meter Reading (AMR) devices lies in their communication capabilities. Smart meters offer two-way communication between the business and the energy supplier, while AMR devices typically only send data one-way from the customer to the supplier.

ASK ALL

B16 When choosing your current [IF S6DUM=1 ONLY: gas; IF S6DUM=2 ONLY: electricity; IF S6DUM=1 AND 2: gas or electricity] contract or tariff, which of the following best describes your experience?

IF NECESSARY: An energy broker is a company that will find the best possible energy deals for non-domestic customers.

READ OUT. SINGLE CODE.

Used a price comparison website and switched contract as a result	6	
Used a price comparison website but did not switch contract	7	
Consulted a broker and used their services	1	
Consulted a broker but didn't use their services	2	
I contacted one supplier directly	8	
I contacted multiple suppliers directly	9	
N/A – we have not recently chosen an energy contract/ tariff	4	
DO NOT READ OUT: Don't know	5	

ASK IF USED A BROKER (B26=1)

B17 **When you used a broker, did they charge you for their services?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
I was not aware that the broker applied charges for their service	3	
Don't know	4	

ASK IF CHARGED (B28=1)

B18 **To what extent were the charges the broker applied for their service clear to you?**

READ OUT. SINGLE CODE.

Not clear at all	1	
Not very clear	2	
Fairly clear	3	
Very clear	4	
DO NOT READ OUT Don't know / Can't recall	5	
DO NOT READ OUT Refused	6	

ASK IF CHARGED (B28=1)

B29a To what extent do you agree or disagree that the broker’s charges were fair to you? Please answer on a scale of 1 to 5, where 1 means ‘strongly disagree’ and 5 means ‘strongly agree’.

READ OUT. SINGLE CODE.

1 – Strongly disagree	1	
2	2	
3	3	
4	4	
5 – Strongly agree	5	
DO NOT READ OUT Don't know	6	
DO NOT READ OUT Refused	7	

ASK IF USED A BROKER (B26=1)

B19 On a scale of 1 to 5, where 1 means ‘very dissatisfied’, and 5 means ‘very satisfied’, how satisfied were you with the service provided by your broker?

SINGLE CODE. DO NOT READ OUT.

1 – Very dissatisfied	1	
2	2	
3	3	
4	4	
5 – Very satisfied	5	
Don't know	6	
Refused	7	

ASK ALL

B20 In the past 12 months, have you used any other services from an energy broker or another intermediary?

SINGLE CODE. DO NOT READ OUT.

Yes	1	
-----	---	--

No	2	
Don't know	3	

ASK IF USED OTHER BROKER OR INTERMEDIARY SERVICES IN LAST 12 MONTHS (B31=1)
B21 Did you use any of the following services?

MULTICODE. READ OUT.

INTERVIEWER INSTRUCTION: Code all that apply.

Comparing prices (e.g. via a telephone service or a price comparison website)	1	
Energy contract management services	2	
Energy efficiency advice	3	
Renewable energy equipment advice e.g. advice about renewable or low carbon energy products, such as solar panels	4	
Flexibility services e.g. connecting businesses with providers who can adjust their energy consumption or generation to receive a payment	5	
Bill checking	8	
Wholesale market pricing advice	9	
Renewing contract	10	
Switching contract	11	
Water contract/services	12	
Another service – please specify	6	WRITE IN
DO NOT READ OUT: Don't know	7	EXCLUSIVE

C Customer service and complaints

IF GAS SUPPLIER KNOWN (B4=1-26)

C1 **On a scale of 1 to 5, where 1 means ‘very dissatisfied’, and 5 means ‘very satisfied’, how satisfied are you with the overall service that your gas supplier offers?**

SINGLE CODE. DO NOT READ OUT.

1 – Very dissatisfied	1	
2	2	
3	3	
4	4	
5 – Very satisfied	5	
Don't know	6	
Refused	7	

IF DISSATISFIED WITH SUPPLIER (C1=1/2)

C2 **Can you tell me a bit more about why you are dissatisfied with [INSERT SUPPLIER FROM B4]?**

MULTICODE. DO NOT READ OUT.

INTERVIEWER INSTRUCTION: Code all that apply.

Too expensive	1	
Poor customer service	2	
Difficulty contacting supplier	3	
Not a good range of products / services offered	4	
Billing issues	5	
Poor communication	6	
Poor advice and support	7	
Meter issues e.g. the meter was faulty	8	
Incorrect meter readings	12	
Difficulty changing tariff/leaving supplier	13	
Outstanding issues not resolved	14	

Another reason – please specify	9	WRITE IN
Don't know	10	EXCLUSIVE
Refused	11	EXCLUSIVE

IF GAS SUPPLIER KNOWN (B4=1-26)

- C3 **On a scale of 1 to 5, where 1 means 'very difficult', and 5 means 'very easy', thinking about the last time your business tried to contact [INSERT SUPPLIER FROM B4] in the last 12 months, how easy or difficult did you find it to contact them?**

SINGLE CODE. DO NOT READ OUT.

1 – Very difficult	1	
2	2	
3	3	
4	4	
5 – Very easy	5	
I have not tried to contact my supplier	6	
Don't know	7	
Refused	8	

ASK IF NAME OF ELECTRICITY SUPPLIER GIVEN (B13=1-26)

- C4 **On a scale of 1 to 5, where 1 means 'very dissatisfied', and 5 means 'very satisfied', how satisfied are you with the overall service that your electricity supplier offers?**

DO NOT READ OUT. SINGLE CODE.

1 – Very dissatisfied	1
2	2
3	3
4	4
5 – Very satisfied	5
Don't know	6
Refused	7

IF DISSATISFIED WITH SUPPLIER (C4=1/2)

C5 Can you tell me a bit more about why you are dissatisfied with [INSERT SUPPLIER FROM B13]?

MULTICODE. DO NOT READ OUT.

INTERVIEWER INSTRUCTION: Code all that apply.

Too expensive	1	
Poor customer service	2	
Difficulty contacting supplier	3	
Not a good range of products / services offered	4	
Billing issues	5	
Poor communication	6	
Poor advice and support	7	
Meter issues e.g. the meter was faulty	8	
Incorrect meter readings	12	
Difficulty changing tariff/leaving supplier	13	
Outstanding issues not resolved	14	
Another reason – please specify	9	WRITE IN
Don't know	10	EXCLUSIVE
Refused	11	EXCLUSIVE

IF ELECTRICITY SUPPLIER KNOWN (B13=1-26)

C6 On a scale of 1 to 5, where 1 means 'very difficult', and 5 means 'very easy', thinking about the last time your business tried to contact [INSERT SUPPLIER FROM B13] in the last 12 months, how easy or difficult did you find it to contact them?

SINGLE CODE. DO NOT READ OUT.

1 – Very difficult	1
2	2
3	3
4	4
5 – Very easy	5

I have not tried to contact my supplier	6
Don't know	7
Refused	8

IF NAME OF GAS AND ELECTRICITY SUPPLIER KNOWN (B2=1-26)

C7 **On a scale of 1 to 5, where 1 means 'very dissatisfied', and 5 means 'very satisfied', how satisfied are you with the overall service that your gas and electricity supplier offers?**

DO NOT READ OUT. SINGLE CODE.

1 – Very dissatisfied	1	
2	2	
3	3	
4	4	
5 – Very satisfied	5	
Don't know	6	
Refused	7	

IF DISSATISFIED WITH SUPPLIER (C7=1/2)

C8 **Can you tell me a bit more about why you are dissatisfied with [INSERT SUPPLIER FROM B2]?**

MULTICODE. DO NOT READ OUT.

INTERVIEWER INSTRUCTION: Code all that apply.

Too expensive	1	
Poor customer service	2	
Difficulty contacting supplier	3	
Not a good range of products / services offered	4	
Billing issues	5	
Poor communication	6	
Poor advice and support	7	
Meter issues e.g. the meter was faulty	8	
Incorrect meter readings	12	

Difficulty changing tariff/leaving supplier	13	
Outstanding issues not resolved	14	
Another reason – please specify	9	WRITE IN
Don't know	10	EXCLUSIVE
Refused	11	EXCLUSIVE

IF NAME OF GAS AND ELECTRICITY SUPPLIER KNOWN (B2=1-26)

C9 On a scale of 1 to 5, where 1 means ‘very difficult’, and 5 means ‘very easy’, thinking about the last time your business tried to contact [INSERT SUPPLIER FROM B2] in the last 12 months how easy or difficult did you find it to contact them?

SINGLE CODE. DO NOT READ OUT.

1 – Very difficult	1	
2	2	
3	3	
4	4	
5 – Very easy	5	
I have not tried to contact my supplier	6	
Don't know	7	
Refused	8	

ASK IF TRIED TO CONTACT SUPPLIER IN LAST 12 MONTHS (C3=1-5 OR C6=1-5 OR C9 = 1-5)

C10 On a scale of 1 to 5, where 1 means ‘very dissatisfied’, and 5 means ‘very satisfied’, thinking about the last time your business tried to contact [INSERT SUPPLIER FROM B2, B4, or B13] in the last 12 months, how satisfied or dissatisfied were you with the following:

READ OUT. SINGLE CODE PER ROW

	1 - Very dis-satisfied	2	3	4	5 - Very satisfied	DO NOT READ OUT: Don't Know	DO NOT READ OUT: Refused
The time it took to get through to someone who could respond to you	1	2	3	4	5	6	7
How well your supplier understood what you needed	1	2	3	4	5	6	7

	1 - Very dis-satisfied	2	3	4	5 - Very satisfied	DO NOT READ OUT: Don't Know	DO NOT READ OUT: Refused
How the overall interaction was handled	1	2	3	4	5	6	7
That the overall outcome of the interaction met your needs	1	2	3	4	5	6	7

ASK IF GAS SUPPLIER KNOWN (B4=1-26), NAME OF ELECTRICITY SUPPLIER KNOWN (B13=1-26), OR NAME OF GAS AND ELECTRICITY SUPPLIER KNOWN (B2=1-26)

C10a **Now thinking about your energy bills from [INSERT SUPPLIER FROM B2, B4, or B13], on a scale of 1 to 5, where 1 means ‘very dissatisfied’, and 5 means ‘very satisfied’, how satisfied or dissatisfied are you with the following:**

READ OUT. SINGLE CODE PER ROW.

	1 - Very dis-satisfied	2	3	4	5 - Very satisfied	DO NOT READ OUT: Don't Know	DO NOT READ OUT: Refused
Ease of understanding my energy bill	1	2	3	4	5	6	7
The accuracy of my energy bill	1	2	3	4	5	6	7
The type of information provided in my energy bill	1	2	3	4	5	6	7

ASK ALL

We’d now like to ask you some questions about any complaints you may or may not have made.

HAVE CONTACTED THEIR SUPPLIER IN THE LAST 12 MONTHS (C3=1-5/7-8 OR C6=1-5/7-8 OR C9=1-5/7-8)

C11 **Have you made a complaint to your [IF S6DUM=1 ONLY: gas; IF S6DUM=2 ONLY: electricity; IF S6DUM=1 AND 2: gas or electricity] suppliers in the last 12 months?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK IF COMPLAINT WAS MADE (C11=1)

C12 **What was the issue or issues that led you to make a complaint?**

MULTICODE. DO NOT READ OUT.

INTERVIEWER INSTRUCTION: Code all that apply.

Financial		
Billing issues	1	
Overcharging	2	
Increasing prices	3	
Too expensive	4	
Service		
Poor communication	5	
Poor customer service	6	
Difficulty changing personal details	7	
Difficulty changing contracts	8	
Technical		
Issues with my energy supply	9	
Issues with meter installation	10	
Other meter issues	11	
Other		
Problems relating to a broker / third party	12	
Other, please specify	13	WRITE IN
Don't know	14	EXCLUSIVE
Refused	15	EXCLUSIVE

ASK IF COMPLAINT WAS MADE (C11 = 1)

C13 **In your opinion, did your supplier/s resolve the complaint?**

PROMPT AS NECESSARY. SINGLE CODE.

Yes, fully	1	
Yes, partially	2	

No	3	
Complaint still in progress	4	
Don't know	5	

ASK IF A MICROBUSINESS OR SMALL BUSINESS (A1DUM=1/2/3)

C14 **As a [IF A1DUM=1/2: microbusiness OR IF A1DUM=3: small business], are you aware that you can receive free advice and/or support on energy matters from the following sources:**

READ OUT. SINGLE CODE.

	Yes	No	Prefer to not say
_1 Citizens Advice	1	2	3
_2 Energy Ombudsman	1	2	3

ASK IF A MICROBUSINESS OR SMALL BUSINESS (A1DUM=1/2/3)

C14a **As a [IF A1DUM=1/2: microbusiness OR IF A1DUM=3: small business], are you aware that you can go to a Redress scheme, like the Ombudsman, to resolve disputes with energy brokers?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK ALL

C15 **In the last 12 months, have you used any of the following for external advice on energy related matters?**

READ OUT. MULTICODE.

INTERVIEWER INSTRUCTION: Code all that apply.

[ASK IF Sole trader/micro businesses/small businesses and aware (C14_1=1)] Citizen's Advice	1	
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[ASK IF Sole trader/micro businesses/small businesses and aware (C14_2=1)] Energy Ombudsman	2	
Lawyer	3	
Trade association	4	
Other (specify)	5	WRITE IN
DO NOT READ OUT: None	6	EXCLUSIVE
DO NOT READ OUT: Don't know	7	EXCLUSIVE

ASK ALL

C16 **To what extent do you agree or disagree that your [IF S6DUM=1 ONLY: gas; IF S6DUM=2 ONLY: electricity; IF S6DUM=1 AND 2: gas or electricity] supplier treats you fairly in their dealings with you?**

Please answer on a scale of 1 to 5, where 1 means 'strongly disagree' and 5 means 'strongly agree'.

READ OUT. SINGLE CODE.

1 – Strongly disagree	1	
2	2	
3	3	
4	4	
5 – Strongly agree	5	
DO NOT READ OUT: Don't know	6	

D Experience of energy costs

ASK IF HAS GAS MAINS (S6DUM=1)

D1 **Approximately what percentage of your total business costs are spent on your gas bill?**

ADD IF NECESSARY: By ‘total costs’ we mean all costs incurred by the business, including fixed, variable, direct and indirect costs.

Please provide your best estimate.

DO NOT READ OUT. SINGLE CODE.

Up to 4%	1	
Between 5% and 9%	2	
Between 10% and 19%	3	
Between 20% and 29%	4	
Between 30% and 39%	5	
Between 40% and 49%	6	
50% or more	7	
Don't know	8	
Refused	9	

ASK IF HAS ELECTRICITY MAINS (S6DUM=2)

D2 **And approximately what percentage of your total costs are spent on your electricity bill?**

ADD IF NECESSARY: By ‘total costs’ we mean all costs incurred by the business, including fixed, variable, direct and indirect costs.

Please provide your best estimate.

DO NOT READ OUT. SINGLE CODE.

Up to 4%	1	
Between 5% and 9%	2	
Between 10% and 19%	3	
Between 20% and 29%	4	
Between 30% and 39%	5	
Between 40% and 49%	6	
50% or more	7	

Don't know	8	
Refused	9	

ASK ALL

- D6 **Which ONE of the following statements BEST describes how well your business has been keeping up with [IF S6DUM=1 ONLY: gas; IF S6DUM=2 ONLY: electricity; IF S6DUM=1 AND 2: gas or electricity] bills over the past 12 months?**

READ OUT. SINGLE CODE.

We have been keeping up with electricity and/or gas bills without any difficulties	1	
We have been keeping up with electricity and/or gas bills, but it is a struggle from time to time	2	
We have been keeping up with electricity and/or gas bills, but it is a constant struggle	3	
We are falling behind with some electricity and/or gas bills	4	
We are having real financial problems and have fallen behind with many electricity and/ or gas bills	5	
We are having real financial problems and are in debt to our supplier	6	
DO NOT READ OUT: Don't know	7	
DO NOT READ OUT: Refused	8	

ASK IF FALLING BEHIND WITH BILLS OR IN DEBT (D6=4-6)

- D7 **Has your business been in contact with your [IF S6DUM=1 ONLY: gas; IF S6DUM=2 ONLY: electricity; IF S6DUM=1 AND 2: gas or electricity] supplier about help with paying your bills?**

READ OUT. SINGLE CODE.

Yes – we contacted them	1	
Yes – they contacted us	2	
No	3	
DO NOT READ OUT: Don't know	4	
DO NOT READ OUT: Prefer not to answer	5	

ASK IF FALLING BEHIND WITH BILLS OR IN DEBT (D6=4-6)

- D8 **When your business [IF FELL BEHIND (D6=4-5): fell behind with energy bills; IF INDEBTED (D6=6) became indebted to your supplier], did you experience any of the following?**

READ OUT. MULTI CODE

INTERVIEWER INSTRUCTION: Code all that apply.

My supplier offered the business a debt repayment plan that was suitable to our needs	1	
My supplier offered the business a debt repayment plan that was unsuitable for our needs	2	
My supplier disconnected the business from our energy supply	3	
My supplier did not talk to me about options to help	4	
My supplier did not respond to my contact and sent communications advising of disconnection	5	
DO NOT READ OUT: Don't know	6	EXCLUSIVE
DO NOT READ OUT: None of these	7	EXCLUSIVE

ASK ALL

D9 **Have you tried to limit or reduce the amount of electricity or gas you used in the last 12 months?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK IF TRIED TO LIMIT ENERGY USAGE (D9=1)

D10 **In the last 12 months, have you tried to limit or reduce the amount of electricity or gas used in any of the following ways?**

READ OUT. MULTI CODE.

INTERVIEWER INSTRUCTION: Code all that apply.

Limited use of appliances	1	
Increased monitoring of usage	2	
Turned down heating to a lower temperature	3	
Invested in energy efficient technology or appliances (e.g. motion sensor lights, insulation, time controls for heating (please specify))	4	
Encouraged home working	5	
Had an energy assessment or audit	6	
Any other methods (please specify)	7	WRITE IN
DO NOT READ OUT: Don't know	9	EXCLUSIVE

ASK IF TRIED TO LIMIT ENERGY USAGE (D9=1)

D10a Why have you tried to limit or reduce the amount of electricity or gas you used in the last 12 months?

READ OUT. MULTI CODE.

INTERVIEWER INSTRUCTION: Code all that apply.

Financial reasons, e.g. to save money on bills, cope with rising energy prices	1	
Environmental concerns, e.g. to reduce carbon footprint	2	
Awareness or education, e.g. increased awareness of energy waste, influenced by media campaigns	3	
Reputation and business image, e.g. demonstrating that the business cares about the environment	4	
Any other reasons (please specify)	5	WRITE IN
DO NOT READ OUT: Don't know	6	EXCLUSIVE

ASK ALL

D11 How does your business monitor energy usage in general?

READ OUT. MULTICODE

INTERVIEWER INSTRUCTION: Code all that apply.

Using smart meters	1	
Checking regular bills	2	
Checking meters yourself	3	
Using third party software or services	4	
In another way [please specify]	5	WRITE IN
DO NOT READ OUT: Don't know	6	EXCLUSIVE
DO NOT READ OUT: We don't monitor our energy usage	7	EXCLUSIVE

E Selecting suppliers

ASK ALL

- E1 **Approximately, when was the last time your business switched its [IF S6DUM=1 ONLY: gas; IF S6DUM=2 ONLY: electricity; IF S6DUM=1 AND 2: gas or electricity] supplier(s) or contract?**

If you have more than one contract across different sites, please answer based on the most recent time this happened. This should not include where you have been transferred to another supplier because your supplier went out of business.

PROMPT IF NECESSARY. DO NOT READ OUT. SINGLE CODE.

Within the last 3 months	1	
Longer than 3 months ago, but within the last 6 months	2	
Longer than 6 months ago, but within the last 9 months	3	
Longer than 9 months ago, but within the last 1 year	4	
Longer than 1 year ago, but within the last 2 years	5	
Longer than 2 years ago, but within the last 5 years	6	
Longer than 5 years ago	7	
DO NOT READ OUT: N/A – we have been with the same energy supplier since we started operating	8	
DO NOT READ OUT Don't know	9	
DO NOT READ OUT Refused	10	

ASK IF SWITCHED IN PAST 12 MONTHS (E1=1-4)

- E2 **What prompted you to switch [IF S6DUM=1 ONLY: gas; IF S6DUM=2 ONLY: electricity; IF S6DUM=1 AND 2: gas or electricity] supplier or contract in the last 12 months?**

DO NOT READ OUT. MULTI CODE.

INTERVIEWER INSTRUCTION: Code all that apply.

A price increase notification from our previous supplier	1	
We were not satisfied with the customer service from our previous supplier	2	
A renewal notice from our existing supplier	3	
Knowing our contract was coming to an end / our contract had ended	4	
A broker/consultant recommended switching	5	

We were offered a better deal from a new supplier	6	
We were offered a new contract from our existing supplier	7	
We wanted a better deal for our energy	8	
We reviewed energy costs	9	
Following preparation of our annual accounts	10	
Seeing our contract end date on our bill / seeing date for notification of termination of contract on our bill	11	
Our previous supplier closed down	12	
We moved premises	13	
My previous supplier informed me they would not renew my contract	14	
To take advantages of a Time-of-Use tariff another supplier offered that rewarded a change in energy use	19	
Other – Please specify	15	WRITE IN
Don't know	16	EXCLUSIVE
I did not look for a new supplier or contract in the last 12 months	17	EXCLUSIVE
Refused	18	EXCLUSIVE

ASK IF SWITCHED IN PAST 12 MONTHS (E1=1-4)

E2a **And why did you choose the new contract or supplier you ended up with?**

DO NOT READ OUT. MULTI CODE.

INTERVIEWER INSTRUCTION: Code all that apply.

A lower price contract price or tariff	1	
A supplier offered savings for having a combined gas and electricity contract	2	
A new supplier offered better customer service	3	
A new supplier offered better energy efficiency products or initiatives	4	
Broker or intermediary recommended it	5	
The supplier offered green contracts / products	6	
Supplier reputation	12	
Other (Please specify)	7	WRITE IN

We had no choice over the new contract / supplier	8	EXCLUSIVE
Don't know	9	EXCLUSIVE
None of these	10	EXCLUSIVE
Refused	11	EXCLUSIVE

ASK IF SWITCHED IN PAST 12 MONTHS (E1=1-4)

E3 **On a scale of 1 to 5, where 1 is 'very difficult' and 5 is very easy, how easy or difficult did you find the switching process?**

DO NOT READ OUT. SINGLE CODE.

1 – Very difficult	1	
2	2	
3	3	
4	4	
5 – Very easy	5	
Don't know	6	
Refused	7	

ASK IF SWITCHED IN PAST 12 MONTHS (E1=1-4)

E3a **How far in advance of your current contract starting did you agree it with your supplier?**

SINGLE CODE. READ OUT.

Up to 3 months before the contract started	1	
From 3 and up to 6 months before the contract started	2	
From 6 and up to 12 months before the contract started	3	
At least a year before the contract started	4	
DO NOT READ OUT Don't know	5	
DO NOT READ OUT Refused	6	

ASK ALL

E4 **Are you thinking about switching your [IF S6DUM=1 ONLY: gas; IF S6DUM=2 ONLY: electricity; IF S6DUM=1 AND 2: gas or electricity] supplier(s) or contract when your contract comes to an end?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK IF NOT PLANNING TO SWITCH WHEN CONTRACT ENDS (E4=2)

E5 **Why aren't you planning to switch supplier or contract when your contract ends?**
DO NOT READ OUT. MULTI CODE.

INTERVIEWER INSTRUCTION: Code all that apply.

Satisfied with our existing supplier	1	
Switching would not result in significant savings	2	
Comparing prices is too difficult	3	
It's too difficult to switch	4	
It's too much hassle / switching would take too long	5	
Prefer to stay with supplier we know	6	
We don't want to deal with salespeople	7	
We are too busy	8	
Other – Please specify	9	WRITE IN
Don't know	10	EXCLUSIVE
None of these	11	EXCLUSIVE
Refused	12	EXCLUSIVE

ASK ALL

E6 **Have any of your energy contracts ended in the last 12 months?**
DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	

Don't know	3	
------------	---	--

ASK IF ANY ENERGY CONTRACTS ENDED IN THE LAST 12 MONTHS (E6=1)

E7 **Has your business experienced any of the following?**

READ OUT. MULTI CODE

INTERVIEWER INSTRUCTION: Code all that apply.

We went onto a deemed contract	1	
We went onto an out of contract rate	2	
We experienced very few or no offers to contract	3	
We were asked for a security deposit or to pre-pay the first bill to secure our contract	4	
We were offered a new contract but unable to afford the rates that were offered	5	
DO NOT READ OUT: Don't know	6	EXCLUSIVE
DO NOT READ OUT: None of these	7	EXCLUSIVE

ASK ALL

E8 To what extent do you agree or disagree with each the following statements about the energy market for businesses such as yours?

READ OUT. SINGLE CODE PER ROW.

	Strongly disagree	Tend to disagree	Neither agree nor disagreed	Tend to agree	Strongly agree	DO NOT READ OUT: Don't Know
I think there is sufficient choice in the range of <u>energy suppliers</u> in the energy market for businesses	1	2	3	4	5	6
I think there is sufficient range in the choice of <u>prices</u> in the energy market for businesses	1	2	3	4	5	6
I think there is sufficient range in the choice of <u>contracts</u> in the energy market for businesses	1	2	3	4	5	6
I think there is sufficient choice in the range of <u>products and services</u> in the energy market for businesses	1	2	3	4	5	6
I understand what makes up our energy bill	1	2	3	4	5	6
I understand how my business's energy usage relates to how much is on the bill	1	2	3	4	5	6

F Energy Efficiency

ASK ALL

- F1 I'm now going to list a set of technologies and approaches which aim to reduce carbon emissions. I'd like to know for each whether your business already utilises or implements them; whether you have plans to utilise them; or whether you have no plans to utilise them.

READ OUT. SINGLE CODE.

	Not planning to utilise or implement	Has plans to utilise or implement	Already utilises, implements or has installed	DO NOT READ OUT: Don't Know
Behavioural changes within the business to improve energy efficiency <i>ADD IF NECESSARY: changes to business culture/day to day actions, (i.e. encouraging staff to turn off lights not being used, etc)</i>	1	2	3	4
Energy efficient technologies and processes <i>ADD IF NECESSARY: measures/technologies for business activities (i.e., updating equipment to ones that consume less energy)</i>	1	2	3	4
Energy efficient building improvements <i>ADD IF NECESSARY: the energy consumption related to the actual building (i.e. installing better wall insulation)</i>	1	2	3	4

ASK ALL

F2 Has your business taken any of the following actions?

READ OUT. SINGLE CODE PER ROW.

	Yes	No	DO NOT READ OUT: Don't know	N/A
Installed electric vehicle charging points	1	2	3	4
Installed your own renewable electricity or heating	1	2	3	4
Used a hybrid or electric car(s) or van(s)	1	2	3	4
Installed commercial battery storage for electricity	1	2	3	4
Installed heat pumps (ground source or air source)	1	2	3	4
Procured a green energy contract	1	2	3	4
Procured energy from local or community-based renewable energy programmes	1	2	3	4
Used demand-side response measures (e.g. shifting the business's time of usage in response to signals received from the grid)	1	2	3	4
Used renewable power purchase agreements ADD IF NECESSARY: A LONG-TERM CONTRACT WHERE COMPANIES BUY RENEWABLE ENERGY FROM A GENERATOR AT AN AGREED PRICE OVER A FIXED TERM	1	2	3	4
Used combined heat and power	1	2	3	4
Used bundled services (e.g. a bundled tariff and technology offer from the same supplier)	1	2	3	4

ASK ALL

F3 What barriers, if any, are affecting your ability to reduce your business's carbon emissions?

DO NOT READ OUT. MULTI CODE.

INTERVIEWER INSTRUCTION: Code all that apply.

Don't have internal skills required	1	
Limited knowledge of decarbonisation	2	
Perceived upfront costs	3	
Perceived ongoing costs	4	
Perceived costs (unspecified)	5	
Payback period	6	
Other priorities (please specify)	7	WRITE IN

Lack of time	8	
Limited ability to make changes as business does not own the premises	9	
Limited ability to make changes as the business shares the building with other organisations	10	
Limited availability of service providers	11	
Not knowing what actions make the most difference	12	
Lack of motivation/ interest in reducing carbon emissions	13	
Anything else – please specify	14	WRITE IN
N/A – There are no barriers	15	EXCLUSIVE
Don't know	16	EXCLUSIVE

ASK ALL

F4 Some suppliers offer energy contracts where the price a business pays for energy varies throughout the day, depending on demand for and availability of power on the grid.

Would it be possible for your business to change the amount of energy it used at different times of the working day, to make the most of prices changing throughout the day?

READ OUT. SINGLE CODE.

Yes, it would definitely be possible and my business currently does this	1	
Yes, it would definitely be possible but my business does not currently do this	2	
Yes, it might be possible but my business does not currently do this	3	
No, it would not be possible	4	
DO NOT READ OUT: Don't know	5	

ASK IF NOT CURRENTLY CHANGE THE AMOUNT OF ENERGY USED AT DIFFERENT TIMES OF DAY (F5=2-4)

F5a [TEXT SUB IF F5=2-3: Why doesn't your business change the amount of energy used at different times of the working day?]

[TEXT SUB IF F5=4: Why would it not be possible for your business to change the amount of energy used at different times of the working day?]

WRITE IN		
Don't know	1	
Refused	2	

G Recontact & Close

ASK ALL

- G1 **As part of this research, we are also conducting some longer in-depth interviews to further explore the experiences of businesses such as yours. Would you be willing to be contacted by IFF Research in the next few months to discuss taking part in a follow-up interview?**

If you do take part in a follow up interview, we would offer a £40 payment for your time, payable to you via an Amazon voucher or via PayPal, or as a charity donation.

Yes	1	
No	2	

ASK ALL

- G2 **Would you be willing for us to:**

	YES	NO
_1 Contact you again regarding this particular study, if we need to clarify any information?	1	2
_2 Pass your contact details to Ofgem who may be in contact in the future about research on related subjects	1	2
_3 Match your survey responses with publicly available business profile data from Companies House. This will help us better understand your business and provide more meaningful insights. Just to confirm, all analysis will be carried out at an aggregated level and neither you nor your organisation will be identifiable in our reporting.	1	2

ASK ALL WILLING TO BE RECONTACTED (G1=1 OR G2_1 = 1 OR G2_2 =1 OR G2_3=1)

- G3 **And can I just confirm the best contact details to reach you on?**

Name:	
Business name:	
Job title:	

Email:	
Direct line telephone number:	
Payment method:	Amazon or PayPal
Charity donation:	<p>TAKE PREFERRED CHARITY FROM:</p> <ul style="list-style-type: none"> • Great Ormond Street Hospital • British Heart Foundation • Macmillan Cancer support • Shelter • Celia Hammond Animal Trust • Mind • Centrepoint

READ TO ALL

G4 **Just to confirm, we'll be keeping your anonymised responses to the interview for analysis purposes and if you'd like a copy of your data, to change your data or for your data to be deleted then please get in contact with the team at IFF Research at OfgemEnergySurvey@IFFResearch.com or on 0207 250 3035. You also have a right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.**

THANK RESPONDENT AND CLOSE INTERVIEW

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

Appendix B: Reassurance Email

SUBJECT LINE: Ofgem Research: Exploring Experiences of the Energy Market (Non-Domestic Customers)

Dear NAME,

Thank you for considering participating in this research study, which the Office for Gas and Electricity Markets (Ofgem) have commissioned IFF Research, an independent research agency, to conduct.

We are inviting you to take part in a survey looking to explore and understand companies' experiences in the energy market. The survey will ask questions about your energy contract(s), your experience of your energy supplier, your views on the energy market more generally, and any decarbonisation activities you undertake. The results from the survey will help Ofgem develop policy that can support business's respond to their energy needs.

Your business has been selected at random from Market Location's Business Database and we hope very much that you are able to take part. Participation will involve a telephone interview lasting around 20 minutes at a time that is convenient for you before **Tuesday 30th September**.

All your answers will remain confidential and will not be reported in any way that would allow you or your business to be identified. All research we conduct complies with the Market Research Society Code of Conduct and the Data Protection Act, which means that the data collected will only be reported in the form of aggregated statistics, and individuals and businesses will not be identified. If you wish to check IFF's credentials, you can call the MRS, free of charge, on 0800 975 9596. If you would like to find out any more information about IFF's GDPR policy, please visit <https://www.iffresearch.com/gdpr/>

If you are happy to take part in an interview, or if you have any further questions relating to the study please contact us at OfgemEnergySurvey@IFFResearch.com.

Kind regards,

Kiran Hussain

Director, IFF Research

Appendix C: Confirmation Email

SUBJECT LINE: Ofgem Research: Exploring Experiences of the Energy Market (Non-Domestic Customers)

Dear NAME,

Thank you very much for agreeing to participate in this valuable research for Ofgem, exploring companies' experiences of the energy market. The survey will ask questions about your energy contract(s), your experience of your energy supplier, your views on the energy market more generally, and any decarbonisation activities you undertake.

This email is to confirm that one of IFF Research's senior interviewers will contact you on PHONE on DATE at TIME to conduct an interview.

The interview will take around 20 minutes, depending on how much you have to say.

All research we conduct complies with the Market Research Society Code of Conduct and the Data Protection Act, which means that the data collected will only be reported in the form of aggregated statistics and individuals will not be identified.

If you have any questions about the interview or would like to arrange an alternative time to take part, please contact us at OfgemEnergySurvey@IFFResearch.com.

Kind regards,

INTERVIEWER NAME

Appendix D: Qualitative Topic Guide

Introduction

INTERVIEWER USE ONLY – Research Objectives

- To understand businesses' experiences with their energy bills.
- To understand businesses' experiences with energy company's complaints handling processes.
- To understand businesses' experiences with switching energy suppliers and using brokers.

- **Interviewer introduces themselves:** My name is [NAME], and I work for IFF Research, an independent research company. We've been commissioned by Ofgem, the regulator for gas and electricity in Great Britain, to conduct this research into your company's experiences of the energy market. The interview should last around 45 minutes, depending on what you have to say.
- **ADD IF NECESSARY:** Ofgem is the independent regulator for energy in Great Britain. Its role is to protect consumers, like yourselves, by promoting value for money and the security and sustainability of the energy supply. This is not a sales exercise in any way.
- **Reassurances:** IFF Research is an independent market research company, operating under the strict guidelines of the Market Research Society's Code of Conduct. We will not disclose to Ofgem who has taken part in the research and your responses will be **completely anonymous** so neither you nor your organisation will be identifiable in any reporting. All information you provide will be used for research purposes only. All names and contact details are deleted at the earliest opportunity – and no more than 12 months after the end of the project. You have the right to have a copy of your data, change your data, or withdraw from the research at any point. If you'd like to do this, you can consult our website at www.iffresearch.com/gdpr
- **Incentive:** As a thank you for taking part in this follow-up research, you will receive a £40 multi-retailer shopping voucher or If you would prefer, you may instead make a £40 charity donation paid on your behalf. We will take details from you at the end of the interview based on your choice.
- **Permission to record:** Just so I don't have to rely solely on taking notes do you give your permission for me to records the interview? **ADD IF NECESSARY:** The recording will be stored on an encrypted area of our server at IFF and only the IFF researchers and IFF's in-house quality assurers will have access to it.
- **ADD IF NECESSARY:** If you would like to get more information about the aims and objectives of the research, you can contact:
 - Ofgem: Dimitrios Xenias at consumer.first@ofgem.gov.uk
 - IFF: Annie Avis at ofgemenergysurvey@iffresearch.com or on 0207 250 3035
 - MRS: Market Research Society on 0800 975 959

A Introduction, organisation needs and priorities (5-10 mins)

A1 **Just to start, could you give me a bit of background about your organisation?**

PROBE: WHAT IS THE MAIN ACTIVITY OF THE ORGANISATION?

PROBE: HOW LONG HAS IT BEEN OPERATING?

A2 **Could you tell me about your role within the organisation?**

PROBE: WHAT ARE YOUR MAIN RESPONSIBILITIES IN THIS ROLE? WHERE DOES ENERGY FIT INTO THIS?

A3 **When you took part in the recent telephone survey, you said your organisation uses [TYPE OF ENERGY AT Surv_S6]. Is this correct?**

Can you talk me through what activities your organisation carries out that use energy on a day-to-day basis? This may be general running costs (e.g. lighting and heating), as well as any more specific activities like running machinery or tools.

PROMPTS: EXAMPLES OF ACTIVITIES THAT REQUIRE ENERGY USE, SUCH AS, HEATING, COOLING, LIGHTING, POWERING TOOLS OR EQUIPMENT, OPERATING MACHINERY, OTHER INDUSTRIAL PROCESSES ETC.

A4 **What are your general views on the energy market at the moment?**

INTERVIEWERS, PLEASE PROBE BEYOND PRICE IF APPLICABLE

SPECIFICITY: CAN YOU ELABORATE ON THE SPECIFIC CHANGES YOU'VE NOTICED/EXPERIENCED RECENTLY?

HAVE THESE CHANGES IMPACTED YOUR BUSINESS? HOW/WHY NOT?

ADAPTATION HAS YOUR COMPANY HAD TO RESPOND TO THESE CHANGES? HAVE YOU MADE ANY STRATEGIC ADJUSTMENTS OR OPERATIONAL CHANGES? WHAT/WHY NOT?

A5 **What are your general views of your energy supplier?**

ASK IF ANSWERED QUESTION IN SURVEY ABOUT BEING TREATED FAIRLY OR UNFAIRLY BY SUPPLIER

A6 **In the survey, you said that you feel you are generally treated [FAIRLY / UNFAIRLY] by your energy supplier. Can you tell me why please?**

PROBE: WHAT DOES FAIR TREATMENT FROM YOUR SUPPLIER MEAN TO YOU?

PROBE: CAN YOU PROVIDE AN EXAMPLE OF WHAT 'FAIR OR UNFAIR' TREATMENT FROM YOUR ENERGY SUPPLIER LOOKS LIKE FOR YOUR BUSINESS? (E.G. CLARITY IN PRICES, CLEAR CONTRACT TERMS, OPEN COMMUNICATION, DISPUTE RESOLUTION)

ASK IF DID NOT ANSWER QUESTION IN SURVEY ABOUT BEING TREATED FAIRLY OR UNFAIRLY BY SUPPLIER

- A7 **Do you feel as though you are treated fairly or unfairly by your supplier? Can you tell me why please?**

PROBE: WHAT DOES FAIR TREATMENT FROM YOUR SUPPLIER MEAN TO YOU?

PROBE: CAN YOU PROVIDE AN EXAMPLE OF WHAT 'FAIR OR UNFAIR' TREATMENT FROM YOUR ENERGY SUPPLIER LOOKS LIKE FOR YOUR BUSINESS? (E.G. CLARITY IN PRICES, CLEAR CONTRACT TERMS, OPEN COMMUNICATION, DISPUTE RESOLUTION)

- A8 **What are the current needs and priorities for your organisation regarding your energy supply?**

FOLLOW ON PROBE: WHY THESE IN PARTICULAR?

- A9 **What are the biggest challenges around meeting these needs and priorities?**

INTERVIEWERS, PLEASE PROBE BEYOND PRICE IF APPLICABLE.

- CAN YOU ELABORATE FURTHER ON THE CHALLENGES YOUR ORGANISATION IS FACING IN TERMS OF ENERGY SUPPLY? WHAT IS THE IMPACT ON THE BUSINESS FOR THESE?*
- WHAT ARE THE KEY OBSTACLES YOUR ORGANISATION EXPERIENCES IN MANAGING ITS ENERGY CONSUMPTION?*

- A10 **Compared to a year ago, has your experience with your current supplier and contract changed?**

PROBE:

IF EXPERIENCE CHANGED, WHY IS THIS THE CASE?

- CAN YOU TELL ME MORE ABOUT **WHY** YOU FEEL THAT WAY? WHAT SPECIFICALLY DROVE THAT CHANGE?*
- WERE THERE SPECIFIC ACTIONS OR DECISIONS FROM YOUR ENERGY SUPPLIER WHICH CONTRIBUTED TO THAT CHANGE? IF YES: WHAT ARE THESE?*

IF EXPERIENCE NOT CHANGED, WHY IS THIS THE CASE?

B Affordability (5-10 mins)

This section is to understand what factors play a role in whether businesses are able to pay energy bills with or without difficulty.

ASK B2-B3 IF STRUGGLED WITH ENERGY BILLS IN THE LAST 12 MONTHS (SURV_D6=2-6)

B1 During the telephone survey, you mentioned that your organisation has struggled with energy bills in the past 12 months. Can you tell us a bit more about this, and the effect it is having on your organisation?

B2 How long has your business been struggling with energy bills for?

PROBE: WAS THERE A SPECIFIC EVENT OR REASON THAT CAUSED THE ORGANISATION TO STRUGGLE?

PROBE: HAS IT BEEN EASIER OR HARDER COMPARED TO LAST YEAR? HOW DOES YOUR ENERGY AFFORDABILITY COMPARE TO LAST YEAR?

PROBE: HAVE YOU RECEIVED ANY HELP FROM YOUR SUPPLIER? IF SO, WHAT KIND?

ASK B4-B5 IF NOT STRUGGLED WITH ENERGY BILLS IN THE LAST 12 MONTHS (SURV_D6=1)

B3 During the telephone survey, you said that your organisation has not struggled with energy bills in the past 12 months. Can you tell us a bit more about this?

PROBE: IS YOUR BUSINESS DOING ANYTHING SPECIFIC TO MANAGE YOUR BILLS?

B4 Have you previously struggled to pay your energy bills?

PROBE: IF YES, WHAT CAUSED THE BUSINESS TO STRUGGLE?

ASK ALL

B5 Looking ahead, do you have any concerns about your business's ability to afford energy bills in the future?

IF YES, WHY?

IF YES, IS YOUR ORGANISATION PLANNING TO MAKE ANY CHANGES TO MANAGE YOUR CONCERNS? IF NO, WHY NOT? DO YOU HAVE ANY PLANS OR PROCESSES IN PLACE TO MANAGE AFFORDABILITY?

C Your understanding of bills (5-10 mins)

This section will explore your understanding of energy bills. We would like to understand how businesses engage with their energy bills.

ASK ALL FOR WHOLE SECTION

C1 Can you tell me how often you look at your energy bills?

PROMPTS:

FOR EXAMPLE: AS SOON AS THEY ARE RECEIVED, WHEN I GET AROUND TO DO IT, WHEN DOING MONTHLY, QUARTERLY, OR ANNUAL ACCOUNTS?

FOLLOW UP PROMPT: CAN YOU TELL ME WHY YOU CHOOSE TO CHECK YOUR BILLS AT THIS FREQUENCY?

C2 Do you feel that you understand what makes up your energy bill?

PROBES:

- *HAS UNDERSTANDING YOUR BILLS GOTTEN EASIER/ MORE DIFFICULT? HOW SO? ARE THERE PARTS THAT ARE EASIER OR MORE DIFFICULT TO UNDERSTAND?*
- *IS THERE ANYTHING THAT YOU DON'T UNDERSTAND?*
- *DOES YOUR BILL HELP YOU TO MAKE DECISIONS ON HOW YOU USE ENERGY? IF YES, HOW?*

C3 What information do you need from an energy bill to make it useful for your organisation?

- *BEYOND THE TOTAL AMOUNT DUE, IS THERE ANY SPECIFIC DATA/ INFORMATION THAT'S ESSENTIAL FOR YOUR BUDGETING AND PLANNING?*
- *WHAT LEVEL OF GRANULARITY IS NECESSARY FOR YOU TO MANAGE USAGE? (E.G., DO YOU NEED USAGE BROKEN DOWN BY DAY, BY HOUR, OR BY SPECIFIC LOCATION/METER?)*
- *DO YOU NEED TO SEE HISTORICAL USAGE DATA ON THE BILL? IF SO, WHAT TIMEFRAMES ARE MOST USEFUL (E.G., THIS MONTH VS. LAST MONTH, VS. SAME MONTH LAST YEAR)*

ANYTHING ELSE-: IS THERE ANYTHING NOT INCLUDED IN YOUR BILL THAT YOU WOULD LIKE INCLUDED?

D Complaints (10 mins)

ASK IF DID NOT MAKE A COMPLAINT (SURV_C11=2-3)

- D1 **In the survey, you indicated that you haven't made a complaint in the last 12 months. Can I confirm if that is still the case?**

IF THEY HAVE MADE A COMPLAINT SINCE THE SURVEY, PLEASE ASK THE SECTION BELOW 'IF MADE A COMPLAINT' INSTEAD OF D2.

- D2 **Removed**

ASK THIS SECTION IF MADE A COMPLAINT (SURV_C11=1)

This section is to understand your expectations about how a supplier would handle complaints, and your experiences of raising complaints.

In the telephone survey, you indicated that you had contacted your electricity and/or gas supplier to make a complaint in the last 12 months.

- D3 **What was the complaint about? How did this issue affect your organisation?**

*PROBE: **IMPACT ON ORGANISATION** (DIRECT FINANCIAL LOSS, STAFF TIME AND RESOURCE, AFFECT CLIENTS/ CUSTOMERS, DAILY OPERATIONS, STAFF MORAL, FINANCIAL DECISIONS)*

I would like to understand your experience of the complaint-handling process.

- D4 **How did you make the complaint?**

PROBE: IF BY PHONE: HOW EASY OR DIFFICULT DID YOU FIND IT TO FIND THE CORRECT CONTACT DETAILS, HOW LONG DID YOU HAVE TO WAIT TO SPEAK TO SOMEONE?

IF WRITTEN COMMUNICATION (EMAIL, WEB FORM ETC): HOW EASY OR DIFFICULT DID YOU FIND IT TO FIND THE CORRECT CONTACT DETAILS, HOW LONG DID YOU WAIT FOR A REPLY?

- D5 **How did you find contacting your supplier to initially raise a complaint?**

PROBE: DID YOU FIND THE RIGHT PERSON TO CONTACT/ SPEAK TO?

PROBE: HOW EASY OR DIFFICULT WAS IT TO GET THROUGH TO THE RIGHT PERSON? HOW LONG DID YOU HAVE TO WAIT TO GET THROUGH TO THE RIGHT PERSON?

- D6 **Did you have to contact them more than once?**

IF YES, WHY?

- D7 **You said in the survey that the complaint (IF Surv_C13=1/2: was fully or partially resolved) (IF Surv_C13=3: was not resolved) (IF Surv_C13=4 was still in progress). Is this still the case?**

IF COMPLAINT WAS RESOLVED/PARTIALLY RESOLVED (Surv_C13=1/2): Can you talk me through the process you went through to have your complaint resolved? How satisfied were you with the resolution? How long did it take to resolve the complaint?

IF COMPLAINT WAS NOT RESOLVED TO BUSINESS’S SATISFACTION (Surv_C13=3): Can you tell me what has happened so far? How long has it been since you raised the complaint? Do you intend to continue pursuing the complaint with your supplier? Will you take your dispute somewhere else (where)? How satisfied have you been with the complaint handling process overall? Does your supplier consider the complaint resolved/closed? What else do you feel your supplier should have done for you?

IF COMPLAINT WAS STILL IN PROGRESS (Surv_C13_4): What is the current status of the complaint? Has your supplier given you an indication of when it will be resolved? When do you expect it to be resolved? How satisfied have you been with the complaint handling process? Why or why not? If it is not resolved to your satisfaction, will you take your complaint somewhere else?

IF MICRO OR SMALL BUSINESS PROBE WHETHER THEY WILL CONTACT OMBUDSMAN

ASK ALL D8-D10 IF MADE A COMPLAINT (SURV_C11=2-3)

D8 What expectations did you have about how your supplier would handle the complaint, before you made it?

PROBE: WHAT DID YOU THINK THE OUTCOME WOULD BE? TIMINGS? WHAT MADE YOU THINK THIS?

PROBE: HOW DO THOSE INITIAL EXPECTATIONS COMPARE TO YOUR ACTUAL EXPERIENCE WITH THIS COMPLAINT?

D9 What does an organisation like yours need from the complaint-handling process for it to work effectively, from your perspective?

PROBE: THIS COULD INCLUDE SPEED OF RESOLUTION, CUSTOMER SERVICE STANDARDS, OUTCOMES

D10 Did you seek external advice or support during your complaint?

Yes	1	
No	2	
Don't know	3	

ASK IF NO (D10=2)

D11 Why not?

ASK IF DID SEEK EXTERNAL ADVICE OR SUPPORT (D10=YES)

D12 Who did you seek external advice or support from? Why this organisation/body? What did you think they could do?

PROBE: HOW DID YOU FIND OUT ABOUT THIS EXTERNAL ADVICE SOURCE?

ASK IF DID SEEK EXTERNAL ADVICE OR SUPPORT (D10=YES)

D13 Did they help you to resolve the complaint?

PROBE: IF YES: HOW? IF NOT: WHAT DID THEY ADVISE, WHAT HAPPENED?

ASK IF A MICROBUSINESS OR SMALL BUSINESS (D14/D15/D16)

D14 Were you aware of and did you use external advice services like Citizens Advice or the Energy Ombudsman during your complaint?

Was aware of and used	1	
Was aware of but didn't use	2	
Was not aware of and didn't use	3	

ASK IF AWARE OF BUT DIDN'T USE EXTERNAL ADVICE SERVICES (D14=2)

D15 Why didn't you use these external advice services?

PROMPTS:

- *WHAT STOPPED YOU FROM REACHING OUT FOR EXTERNAL ADVICE?*
- *WHAT COULD THESE ORGANISATIONS DO TO BETTER SUPPORT BUSINESSES LIKE YOURS?*

IF AWARE OF AND USED EXTERNAL ADVICE SERVICES (D14=1)

D16 Were they helpful? Tell me about your experience using them.

PROMPTS:

- *TELL ME ABOUT YOUR EXPERIENCE USING THEM*
- *WHAT WENT WELL? WHAT COULD'VE BEEN BETTER?*

E Experience of using brokers (10 - 15 mins)

ASK THIS SECTION TO THOSE WHO HAVE SWITCHED ENERGY SUPPLIER IN THE LAST 12 MONTHS (SURV_ E1=1-4)

This section is to examine experiences with the switching process and use of energy brokers.

ASK ALL

- E1 **Have you had an energy broker help you with finding a new deal and/or managing your energy bills?**

PROBE: IF YES, WHY HAVE YOU CHOSEN TO DO THIS? WHAT IS THAT EXPERIENCE LIKE?

ASK ALL

- E2 **When you last switched tariff or contract, did you use an energy broker or did you deal directly with the supplier?**

PROMPT IF NECESSARY: AN ENERGY BROKER IS A COMPANY THAT WILL FIND THE BEST POSSIBLE ENERGY DEALS FOR NON-DOMESTIC CUSTOMERS.

Broker	1	
Supplier	2	

ASK ALL

- E3 **Can you talk me through your experience with the broker?**

IF BROKER INITIATED CONTACT, HOW DID THEY IDENTIFY THEMSELVES? WERE THEY CLEAR THAT THEY WERE A BROKER TO YOU?

PROBE: HOW CONFIDENT WERE YOU IN DISTINGUISHING BETWEEN A BROKER AND AN ENERGY SUPPLIER DURING THE SWITCHING PROCESS?

IF USED AN ENERGY BROKER FOR SWITCH (E2=1)

- E4 **Did you ever discuss switching suppliers over the phone with a broker? If so, did you agree to a switch verbally? If yes, were you made aware that verbal agreement is legally binding?**

IF USED AN ENERGY BROKER FOR SWITCH (E2=1)

- E5 **Can you tell me more about your experience with the broker during the switch?**

PROBES: WHAT WAS THE SERVICE LIKE? WHAT, IF ANYTHING, WERE YOU SATISFIED/DIS-SATISFIED WITH? WHAT WERE YOU HOPING THE BROKER COULD DO FOR YOU? WOULD YOU USE THEM AGAIN? DO YOU HAVE ONE THING YOU FEEL WOULD MAKE THIS EXPERIENCE BETTER?

PROMPT: FIND A DEAL YOU COULDN'T, SAVE TIME, PROVIDE BETTER SERVICE THAN A SUPPLIER?

ASK IF WAS CHARGED BY ENERGY BROKER (SURV_B28=1)

E6 **In the telephone survey, you said you were charged by a broker for their services. Were you charged a direct fee for the broker's service, or were their costs included in your unit rate/contract price?**

PROBES:

- *DID YOU RECEIVE AN OUTLINE OF COSTS FROM THE BROKER? HOW WAS THIS COMMUNICATED TO YOU?*
- *IF RESPONDENT MENTIONS NOT BEING CHARGED: WHY DO YOU THINK THAT IS??*

ASK IF NOT CHARGED BY ENERGY BROKER (SURV_B28=2)

E7 **In the telephone survey, you mentioned you were not charged by a broker for their services. Why do you think that is?**

PROBE: WHAT MAKES YOU THINK THAT?

ASK IF WAS CHARGED BY ENERGY BROKER (SURV_B28=1)

E8 **What services did the energy broker charge your organisation for?**

- *HOW DID YOU PAY THE BROKER FOR THEIR SERVICES? (E.G. ONE-OFF COST, MONTHLY, ANNUAL)*

ASK IF WAS CHARGED BY ENERGY BROKER (SURV_B28=1)

E9 **You said during the survey that the charges were [not clear at all; not very clear; fairly clear; very clear]. Why is that?**

PROMPTS:

- *IF NOT CLEAR/NOT VERY CLEAR: WHAT WAS NOT CLEAR ABOUT IT? (E.G. TIMING OF CHARGES, FEE STRUCTURE) WHAT DO YOU THINK COULD HAVE MADE IT CLEARER?*
- *DO YOU FEEL YOU HAD FULL VISIBILITY INTO THE TOTAL COST OF THEIR SERVICE, DID YOU BECOME AWARE OF ANY FURTHER CHARGES AT A LATER DATE? HOW?*

ASK IF WAS CHARGED BY ENERGY BROKER (SURV_B28=1)

E10 **Did you consider the charges to be fair? Why?/ Why not?**

PROBE: WHAT MAKES FAIR CHARGE FROM AN ENERGY BROKER MEAN TO YOU?

ASK ALL

E11 **Does it matter to you whether it's an energy broker or a supplier who offers you an energy deal? Why/why not?**

ASK IF CONSULTED AN ENERGY BROKER BUT DIDN'T USE THEIR SERVICES (SURV_B26=2)

E12 **You said in the telephone survey that you consulted with an energy broker but decided not to use their services, is that correct?**

PROBES:

- *WHAT WERE THE REASONS BEHIND THAT? WHY DID YOU DECIDE AGAINST USING THE BROKER? WHAT WAS THE POINT YOU DECIDED NOT TO USE THEM?*
- *CAN YOU TELL ME A BIT MORE ABOUT THE SITUATION? WHAT WERE YOUR CONSIDERATIONS WHEN POTENTIALLY LOOKING AT USING A BROKER? WHAT DO YOU THINK A BROKER WOULD DO?*
- *HOW DID YOU IDENTIFY POTENTIAL BROKERS?*
- *WOULD YOU EVER RECONSIDER USING A BROKER IN FUTURE? WHAT FOR?*

ASK IF DID NOT USE AN ENERGY BROKER FOR SWITCH / WENT THROUGH SUPPLIER (E2=2)

E13 Why didn't you use an energy broker for your switch?

PROBE: GENERAL PERCEPTIONS OF BROKERS

ASK IF DID NOT USE AN ENERGY BROKER FOR SWITCH / WENT THROUGH SUPPLIER (E2=2)

E14 What would have made you more likely to use an energy broker's services?

PROBE: DO THEY TRUST BROKERS? DO THEY KNOW WHO TO SPEAK TO? DO THEY UNDERSTAND HOW THE CHARGES WORK?

ASK ALL

E15 Have you ever used an energy broker for any services besides switching?

PROBE: IF SO, WHAT SERVICE WERE THEY? HOW WOULD YOU RATE YOUR EXPERIENCE?

ASK ALL

E16 Have you used an energy broker for any other utilities?

PROBE: HOW WAS YOUR EXPERIENCE DIFFERENT FROM SWITCHING ENERGY SUPPLIER

F Net Zero/ Decarbonisation behaviours (5-10 mins)

This section is to understand interest, motivation and barriers to implementing decarbonisation activities

ASK ALL WHOLE SECTION

F1 Is your business taking any actions that reduce emissions?

PROBES:

IF YES: WHAT ACTIONS IS YOUR BUSINESS TAKING?

IF YES: ARE THESE ACTIONS INTENDED TO REDUCE EMISSIONS OR ARE MAINLY DRIVEN BY OTHER GOALS E.G. COST SAVINGS, COMPLIANCE OR EFFICIENCY?

IF NO: WHY IS YOUR BUSINESS NOT TRYING TO REDUCE ITS EMISSIONS?

DO YOU HAVE ANY ENERGY-RELATED SUSTAINABILITY GOALS? WHAT ARE THEY? DO YOU FEEL YOU CAN ACHIEVE THEM?

WHAT STEPS (IF ANY) HAS YOUR ORGANISATION TAKEN TO IMPROVE ENERGY EFFICIENCY IN RECENT YEARS?

F2 In trying to reduce your business's carbon emissions, are there any other organisational priorities or external pressures that take precedence over your emissions targets?

PROBE:

- IF MENTION COST AS A REASON WHY DECARBONISATION IS NOT PRIORITISED: IF COST AS A BARRIER WAS REMOVED, WOULD ANYTHING ELSE STOP YOU FROM TRYING TO REDUCE YOUR EMISSIONS?*
- HOW IMPORTANT IS INVESTING IN LOW-CARBON TECHNOLOGY FOR MAINTAINING YOUR BRAND IMAGE OR ATTRACTING/RETAINING CUSTOMERS?*
- DO YOUR CUSTOMERS SHOW INTEREST IN WHETHER YOUR BUSINESS IS PRIORITISING REDUCING YOUR BUSINESS'S CARBON EMISSIONS?*
- DO YOU FACE PRESSURE FROM YOUR OWN SUPPLY CHAIN (EITHER UP OR DOWN THE CHAIN) TO ADOPT LOW-CARBON SOLUTIONS, AND HOW DOES THAT INFLUENCE YOUR CHOICES*

F3 Earlier in the call, you mentioned you used [TYPE OF ENERGY AT Surv_S6 OR energy type mentioned at A3]. Are there specific times of day you are using energy in this way?

FOLLOW ON PROMPT: ARE THERE SPECIFIC TIMES YOU ARE USING ENERGY? DO YOU USE MORE ENERGY AT DIFFERENT TIMES OF THE DAY? WHY IS THIS THE CASE?

PRIORITY QUESTION MAKE SURE TO FULLY PROBE

F4 In the survey, you mentioned that it [WOULD (SURV_F5=1 OR 2) / MIGHT (SURV_F5=3) / WOULD NOT BE POSSIBLE (SURV_F5=4)] for your business to change the amount of

energy used at different times of the working day, to make the most of off-peak rates on a variable contract.

Please can you elaborate on the reasons why you say it [WOULD / MIGHT / WOULD NOT BE POSSIBLE] for your business?

PROBE:

- *WHAT MOTIVATORS / BARRIERS INFLUENCE THIS ABILITY?*
- *COULD THE MOST ENERGY CONSUMING ASPECTS OF THE BUSINESS (E.G. MACHINERY, AIR CONDITIONING, VEHICLES) BE USED AT OFF PEAK TIMES?*
- *WHAT WOULD PREVENT THE BUSINESS FROM DOING THIS?*
- *HOW DOES ENERGY CONSUMPTION FIT AROUND BUSINESS ROUTINES? IS ENERGY REQUIRED ONLY WHEN SOMEONE IS PRESENT? ARE THERE DEVICES RUNNING AT ALL TIMES/WHEN NO-ONE IS PRESENT?*
- *COULD YOUR BUSINESS INVEST IN A BATTERY ENERGY STORAGE SYSTEM TO SAVE ENERGY? (ALLOWING YOUR BUSINESS TO STORE ENERGY TO USE IT DURING CHEAPER OFF-PEAK HOURS)*

F5 A third party could manage your energy in a flexible way. How do you feel about that?

PROBE: WOULD YOU TRUST THEM TO BE ABLE TO DO THIS? WHY DO YOU SAY THAT?

F6 Does your supplier offer a cheaper tariff for off peak energy usage?

PROBE: WOULD THIS BE SOMETHING YOUR BUSINESS WOULD BE INTERESTED IN IF THEY DO?

G Thank and close (3 mins)

G1 **Thank you for your time today. Before we finish, is there anything else you'd like to add about the topics we've discussed today?**

G2 **Would you be willing for us to get back in touch regarding...?**

This particular study – if we need to clarify any of the information	1	
Other research studies which may be relevant to you	2	
DO NOT READ OUT: Neither of these	3	

G3 **And can I just check, in what form would you like to receive the £40 voucher that we'd like to offer as a thank you for your time today?**

Voucher Express UK (VEX) multi-retailer shopping voucher	1	TAKE EMAIL ADDRESS
Love2Shop voucher	2	TAKE POSTAL ADDRESS
Charity donation	3	TAKE PREFERRED CHARITY FROM: <ul style="list-style-type: none"> • Great Ormond Street Hospital • British Heart Foundation • Macmillan Cancer support • Shelter • Celia Hammond Animal Trust • Mind • Centrepoin

THANK RESPONDENT AND CLOSE INTERVIEW



IFF Research helps organisations, businesses and individuals to make better-informed decisions.”

Our Values

1. Being human first

Whether employer or employee, client or collaborator, we are all humans first and foremost. Recognising this essential humanity is central to how we conduct our business, and how we lead our lives. We respect and accommodate each individual's way of thinking, working and communicating, mindful of the fact that each has their own story and means of telling it.

2. Impartiality and independence

IFF is a research-led organisation which believes in letting the evidence do the talking. We don't undertake projects with a preconception of what "the answer" is, and we don't hide from the truths that research reveals. We are independent, in the research we conduct, of political flavour or dogma. We are open-minded, imaginative and intellectually rigorous.

3. Making a difference

We aim to make a difference to the lives of our partners, our people and wider society, through the research we do and the way we work. We're proud to work with partners who share our ambition for positive change, and choose to work on projects that can make a positive impact.

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