



Ofgem Consumer First Panel – Year Two

Research Findings from the First Event

Management summary

December 2009

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1. Introduction

The 'Consumer First' initiative was launched by Ofgem in March 2007. It is an ongoing programme that includes both primary and social research. Its main aim is to help the organisation ensure that policy development is consumer focused.

In October 2008, the initiative expanded to include the 'Consumer First' Panel, a diverse group of domestic energy consumers recruited to be 'the voice of the consumer'. Panel members commit to taking part in a series of research events and surveys, and they represent a unique resource for Ofgem.

After a successful first year, the second year of the Panel was launched in October 2009. A new group of 110 consumers were recruited according to a detailed sample frame to ensure the new Panellists represent a broad cross-section of domestic energy consumers across Great Britain. Panellists were recruited in 5 agreed areas - Bristol, London, Aberystwyth, Bradford and Aberdeen. As in 2008, there are plans to hold several rounds of deliberative workshops with the Panel, as well as potentially other ad hoc research such as surveys.

The first round of deliberative workshops was held October 2009. Each workshop lasted 3 hours and was conducted by the core Opinion Leader project team, all of whom are experienced facilitators.

First Workshops – Topics for discussion

In these first workshops with the new Panel, the initial discussion session covered the general topic of the energy market and the key organisations within it. This session allowed us to gain insight into Panellists' attitudes and personal experiences, as well as broader knowledge of the energy market. This provided a way to warm people up for the main discussion which was focussed on the Panel's understanding of Sustainable Development and their views of Ofgem's Sustainable Development themes.

The main themes were introduced via presentations and a quiz to help inform the Panel about the key issues to be discussed. These were followed by facilitated table discussions, collaborative group work and plenary feedback sessions. The full agenda and all content used at the workshops can be found in the appendix to this document. The key findings from the five workshops are summarised below.

2. Key findings

Consumer behaviour

There appeared to be more awareness of the importance of cutting down energy use in the home amongst this year's Panellists in comparison to last year's Panel, with the majority making changes to their domestic energy consumption behaviour.

Despite these behavioural changes still being primarily driven primarily by cost, 'protecting the environment' was also higher on the agenda in comparison to last year's Panel. This may be due to the increase in mainstream media on the topic and increasing focus in education of the topic in schools.

Although Panellists reported that they were making behaviour changes with regards to their energy consumption, these were often small changes such as having showers instead of baths and sing energy saving light bulbs.

Some Panellists perceived that there were barriers to making larger scale changes to their homes such as loft insulation and energy efficient boilers. Many also felt personal circumstances made cutting back on energy usage challenging. These included the number of appliances already present in people's home, the number of people living in a household, restrictions on making changes for those living in rented accommodation and the perceived cost of making these changes.

As found in 2008, there was little understanding of how much energy individual appliances in the home use and much confusion around bills. This limited understanding meant that some Panellists found it difficult to determine how to change their behaviour in order to reduce their bills. There was also some scepticism about whether behaviour change actually translates to lower bills.

Several Panellists had experienced switching suppliers. The main reason for switching was better financial deals. It was felt that incumbent suppliers are not doing enough to help consumers understand bills and choose the best possible tariff for their needs. There continues to be distrust of suppliers with many Panellists perceiving them to be 'ripping customers off' and taking 'massive margins and bonuses'.

Industry awareness

Panellists appeared to have a reasonable understanding of the structure of the energy industry and its regulatory and consumer bodies, although a number were not aware of the Energy Ombudsman or of smaller or niche suppliers.

There was spontaneous mention by this year's Panellists of 'energy running out'; several reported having heard through the media that non-renewable energy supplies will only last for a further 10 – 15 years. This, it appears that security of supply is a more top-of-mind issue this year. Related to this, there were also spontaneous references to the need for renewable sources of energy.

When considering the energy market in the past 12 months, there was some top-line awareness of changes, these included:

- **Price increases** – the majority of Panellists were aware of the increase in prices which they had experienced in their bills. However, the perceived reasons for this varied. Some believed it was due to the increasing cost of wholesale energy while others felt this was due to suppliers taking bigger profits.
- **Sustainability/environmental issues** – most Panellists were aware of the climate change issue, primarily through reports in the media.
- **New laws/targets** – there was some awareness of legislation surrounding carbon emissions, such as congestion charges in city centres. However understanding of legislation in this area was limited.
- **Changes to consumer goods and consumer behaviour** – many Panellists were aware of more energy efficient consumer goods available on the market, including energy saving light bulbs and energy efficient kettles. The Panel was concerned about the affordability of these goods, particularly vulnerable customers.
- **Larger structural changes** – there was some awareness of larger structural changes (such as solar panels etc.) that can be made to improve energy efficiency, predominately through the media. However, larger changes were felt to be difficult to make due to the perceived high cost and lack of short term returns. Some felt that these larger structural changes are neither as widely publicised or subsidised as they should be.
- **Energy monitoring devices** – there was low awareness of energy monitor VDUs and the benefits these may bring, however when explained there was interest in these devices as a way to remind people of the energy they use and encourage energy saving.

Sustainable Development

Sustainable Development (SD) was not a particularly well known term amongst Panellists and most Panel members were not spontaneously able to define SD in full. When probed, most understood SD mainly in relation to the environment. Not surprisingly, there was an energy focus in their definitions (related to research context and discussions had in the workshops).

Most Panellists spontaneously described SD as:

- **Looking to the future** – society taking a long term perspective and making a ‘plan of action’ to make sure current energy supplies do not run out, and that energy sources are protected by preserving and investing in alternatives.
- **Finding greener / more sustainable sources** – ensuring all consumers reuse and recycle, as well as using renewable sources such as tidal, wind and solar energy.
- **Generally ‘doing the right thing’** – being ‘moral’, not being wasteful and working together to make change happen.

There was limited awareness of the social and economic elements of SD, however broadly speaking SD is seen to be a political issue, and it is felt that Government should take the lead in driving this agenda forwards.

Sustainable Development and energy

There was a strong sense that ‘everyone needs to do their bit’, however it was felt that Government should act as the driving force as they have the ‘voice’ to make change happen.

Respondents were asked to consider SD in the context of energy. A number of ideas were generated which can be grouped into 4 main themes:

- **Lifestyle choices** – Panellists felt that consumers need advice on how they can be more energy efficient, and that this could be driven by Ofgem. However, the Government was also perceived to have a role to play, for example by providing incentives and penalties to businesses and consumers related to their energy efficiency.
- **Energy generation** – developing new sources, research and development, and offsetting were all perceived to be primarily industry responsibilities. Government ‘policing’ was felt to be needed to ensure this takes place.
- **Fuel poverty** – combating fuel poverty was perceived to be primarily the Government’s role by providing targeted support to the people who need it. However, suppliers were also seen to have a role to play by offering specific tariffs and simplifying information they provide to these customers to ensure they can make the best energy choices possible.
- **Making change happen** - this was perceived to be everyone’s responsibility, but it was felt that leadership was needed to provide positive examples and create a momentum for change.

Ofgem's themes

Ofgem's themes were well received as they were felt to be relevant and to meet the challenges and needs identified earlier in the workshops.

However, many Panel members suggested that to deliver the themes effectively, Ofgem requires more power, accountability and recognition. It was also felt that some of the themes are beyond the role and remit of Ofgem.

Participants then discussed Ofgem's SD themes individually:

- **Managing transition to low carbon economy** – this was a difficult term for some to understand but seen to be a good fit with Ofgem's remit.
- **Eradicating fuel poverty and protect vulnerable customers** – vulnerable customers were seen as very important, however many questioned how widespread protection of these individuals would be possible without Government intervention
- **Promoting energy saving** – this seen as a very appropriate area for Ofgem, however Panellists were also keen for the Government to be heavily involved to encourage behaviour change.
- **Ensuring a secure and reliable gas and electricity supply** – this was also seen to be a high priority overall and appropriate territory for Ofgem. However, the main responsibility was seen to rest with the companies who manage pipes and wires

Panel members felt that all of the above themes were important, however they were asked to pick which ones were most important and achievable for Ofgem overall. The two themes which were seen to be most important by Panellists overall were:

- **Ensuring a secure and reliable gas and electricity supply** - most felt that it is vital for consumers to receive a reliable supply of energy. This was regarded as 'business as usual' and most did not envisage that there would be major additional costs attached to this theme.
- **Eradicating fuel poverty and protect vulnerable customers** – most felt that it is part of Ofgem's remit to protect consumers and many stated it is a 'basic human right to be able to afford energy'. It was suggested that Ofgem should ensure consumers have all the information they need to make the right choices, for example, that tariff and pricing options are easy to understand.

Themes which were seen as relatively lower priorities for Ofgem were those with more of a long term focus, and that Panellists felt would require more financial investment. For example, 'promoting energy saving' and 'supporting improvement in all aspects of the environment' were felt to be part of the 'bigger picture'. These bigger issues were also felt to be too all-encompassing far reaching for Ofgem to carry alone.

Panellists views suggest that Ofgem has potential credibility to deliver these themes given its neutrality and role to protect consumers, however it is not well known or understood as an organisation and this raises questions about its remit, independence, power and accountability.

3. Actions for consideration

- **General education and awareness raising** – awareness of energy use and climate change appears to growing due to a greater media focus and education in schools. However, many Panellists only demonstrated a basic understanding of climate change and energy use, and a fuller understanding is required as a precursor to behavioural change.
- **Making it easier to make changes to behaviour** – Panellists require more information specifically on the benefits of changes and what they can do to reduce their energy usage. There is a need to build higher awareness of what uses the highest levels of energy in the household, either through better descriptions on bills or greater access to ‘smart meters’. Changes which are seen to be ‘large’, such as structural changes, could be promoted by improving the affordability of energy efficient products and providing more awareness of loans / grants to help customers.
- **Increasing awareness of the social and economic elements of SD** – currently, SD was understood mainly in environmental terms and the social and economic elements would benefit from further promotion.
- **Increasing awareness of Ofgem** – there was low spontaneous awareness of Ofgem and its role and remit. When explained, most were very supportive of the organisation’s work but it was felt that that Ofgem needed to generate more awareness in order to build support amongst consumers.

4. Appendices

4.1 Discussion Guide

Ofgem Consumer Panel – Session 1 Agenda

- PRE TASK – Participants asked to investigate the structure of the energy industry
 - Who else is involved other than their supplier

Timing	Item
17.30-18.00	Arrival and Registration <ul style="list-style-type: none">• Signing contracts
18.00-18.15	IN PLENARY: <ul style="list-style-type: none">• Welcome and housekeeping (Opinion Leader lead facilitator)• Introduction to the panel.• What to expect etc<ul style="list-style-type: none">– BREAKOUT:• General introductions on tables• Allowing plenty of time for a 'get to know you' session

Timing	Item
18.15 – 18.40	<p>Discussion: Energy habits and switching</p> <ul style="list-style-type: none"> • Have your energy use habits changed in any way in the last twelve months? In what way? <i>E.g. behavioural changes / changes to the home etc</i> Why is this? • What are the main uses of energy in your home? For what do you think you use a large amount of energy? For what do you use smaller amounts of energy? • What can people do to use less energy in the home? Are there areas where you think you could use less energy where you're not at the moment? What are they? Why haven't you started saving in these areas? • What are the most important issues to you when you think about energy use in your home? Spontaneous then prompt on: <ul style="list-style-type: none"> Cost Efficiency Environment/sustainability Any other factors? • Do you see yourself as a high or low user of energy overall? Why? • Have you ever switched energy supplier? Why? • How easy or difficult did you find the process of changing energy supplier overall? • What were the key things that made the process easy / difficult?
18.40 -18.50	<ul style="list-style-type: none"> – Quiz: Basic understanding of the GB energy market • Energy consumption and environmental questions from the front – discuss answers in teams and vote

Timing	Item
18.50-19.15	<p>BREAKOUT GROUPS: Understanding of current events in the energy market – with a focus on sustainability</p> <ul style="list-style-type: none"> • Structure of energy market – table exercise to sort pieces of the jigsaw and facilitator to feedback to the room • Key players in the industry - and who does what sorting exercise in team and <i>back to the front for further information on the key players</i> • Thinking about the energy market very broadly, what do you think has been happening over the past year? • What have you seen in the press / heard people discuss? • <i>NB: Try to move conversation on from just talking about rising prices....</i> • Probe: <ul style="list-style-type: none"> • <i>Laws / strategies impacting change (e.g. Low Carbon)</i> • <i>Changes to consumer energy goods available</i> • <i>Changes to consumer energy behaviour</i> • <i>Smart meters</i> • <i>Sustainability / environmental issues</i> • <i>The need for new / alternative sources of energy</i> • <i>Changes to new homes being built</i> • What do you think is going to happen in the market moving forwards? • What are the future risks to our energy supply? Discuss fully <ul style="list-style-type: none"> • <i>Information / education needs</i> • <i>Awareness of risks</i> • Introduce Handout 1 that looks at suppliers, Government, Ofgem and consumer roles in the market – and how they exist and work together, and how their responsibilities differ
19.15-19.25	<ul style="list-style-type: none"> • The next session we are going to move into is to talk about sustainable development, before we do, let's flip chart some top of mind thoughts about sustainable development – probe fully the following: <ul style="list-style-type: none"> • <i>What is it?</i> • <i>What have you heard / read / do you know about it?</i> • <i>What does it encompass?</i> • <i>Why is it important?</i>

Timing	Item
19.25-19.35	BREAK
19.35-19.40	IN PLENARY: INTRODUCE : A short presentation to introduce sustainable development <ul style="list-style-type: none"><li data-bbox="410 468 927 506">• Sustainable development – what is it?<li data-bbox="410 512 1383 596">• The basics...e.g. environment, transport etc – what do we need to happen to ensure the needs of the future can be met

Timing	Item
19.40-20.10	<p>BREAKOUT GROUPS: Who is responsible?</p> <p>Outcome of session: to gain an understanding of what consumers think SD means in the context of energy, the key themes, who is responsible for each, and the actions they should take</p> <ul style="list-style-type: none"> • We've just heard about sustainable development – which is a massive topic, so lets just focus on in sustainable development in the context of the energy industry • What do you think sustainable development means in the context of energy? • How does sustainable development impact on energy? • Allow for spontaneous discussion and write key themes / ideas on cards • Moderator be sure to probe beyond environmental to social / economic aspects of SD in the energy industry • Introduce handout 2 - that introduce what sustainable energy • Probe for reaction to the themes and issues on the handouts, probes.... <ul style="list-style-type: none"> • <i>Lifestyle choices with regards to energy saving – greener houses, individual efforts, visual displays in the home to see the actual energy use of the home)</i> • <i>Energy generation – renewable sources / micro-generation</i> • <i>Low carbon economy – government targets</i> • <i>Fuel poverty – protecting vulnerable consumers</i> • Write new themes / ideas on cards • Moderator to then use template on flipchart for the following: • Who should be ensuring a sustainable future for energy? • Moderator note allow participants to come up with their own categories but be sure to probe: <ul style="list-style-type: none"> • <i>Consumers / Government / Ofgem/ Energy Industry</i> • What should they be doing? <i>Actions / costs</i> <ul style="list-style-type: none"> • <i>Fully probe who is responsible for each action written on cards (use blue tac to be able to stick these up on flip chart!)</i> • <i>Pull out Ofgem v Government responsibilities ensuring vulnerable customers are covered</i> • <i>Pull out consumer v citizen responsibilities</i> • How should they make this happen? <i>Laws / taxes / education</i> • Feedback to the floor

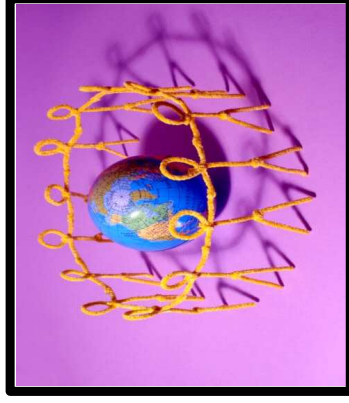
Timing	Item
20.10-20.55	<p>BREAKOUT GROUPS: Sustainable development and Ofgem (introduced on tables via handouts)</p> <p>Outcome of session: to gain reactions on Ofgem’s themes and an understanding of where their responsibility should lie, with a focus on vulnerable customers</p> <ul style="list-style-type: none"> • Ofgems work focuses on five themes (on handouts) <ul style="list-style-type: none"> • <i>Managing the transition to a low carbon economy</i> • <i>Eradicating fuel poverty and protecting vulnerable customers</i> • <i>Promoting energy saving</i> • <i>Ensuring a secure and reliable gas and electricity supply</i> • <i>Supporting improvement in all aspects of the environment</i> • Talk the participants through each theme individually: <ul style="list-style-type: none"> • <i>Reactions to each theme one by one</i> • <i>Top of mind thoughts</i> • ROTATE START • Themes overall: • Reaction to Ofgem’s themes, any surprises? • How do these themes compare to what we thought was important in our previous discussion? Let’s look at the themes we wrote on cards earlier... • From what we have learnt about Ofgem earlier this evening, are these the kind of themes you would expect from Ofgem? Discuss fully in relation to Ofgem’s powers in the energy market • <i>Add in any themes discussed spontaneously in previous discussion written on cards</i> • Lets think about which of these themes are the most important for Ofgem to focus on – discuss spontaneous reactions • Prepare presentation using a template(last 15 minutes) of: • Prioritisation of the themes and why (if themes have been broken down prioritise individual elements), which themes are more or less important for Ofgem <ul style="list-style-type: none"> • <i>For those higher up the list – why should Ofgem be focusing on these areas? What makes them so important?</i> • <i>For those lower down the list - why are these less important? Whose responsibility is this if not Ofgem’s?</i> • <i>Full probe placement of protection of vulnerable customers in the</i>

Timing	Item
	<p><i>prioritisation list teasing out Government v Ofgem responsibility</i></p> <ul style="list-style-type: none"> • <i>The main impacts of these themes</i> (can be positive and negative) <p><i>Get presentation and presenter ready to feedback to the floor</i></p>
20.55-21.00pm	<p>IN PLENARY: Sum up, thanks and close</p> <ul style="list-style-type: none"> • <i>Presentations</i>

Energy is important. It is needed to heat and light our homes, cook our meals and for leisure. Business needs it to function.

But energy supplies face a future that involves a number of threats, for example.....

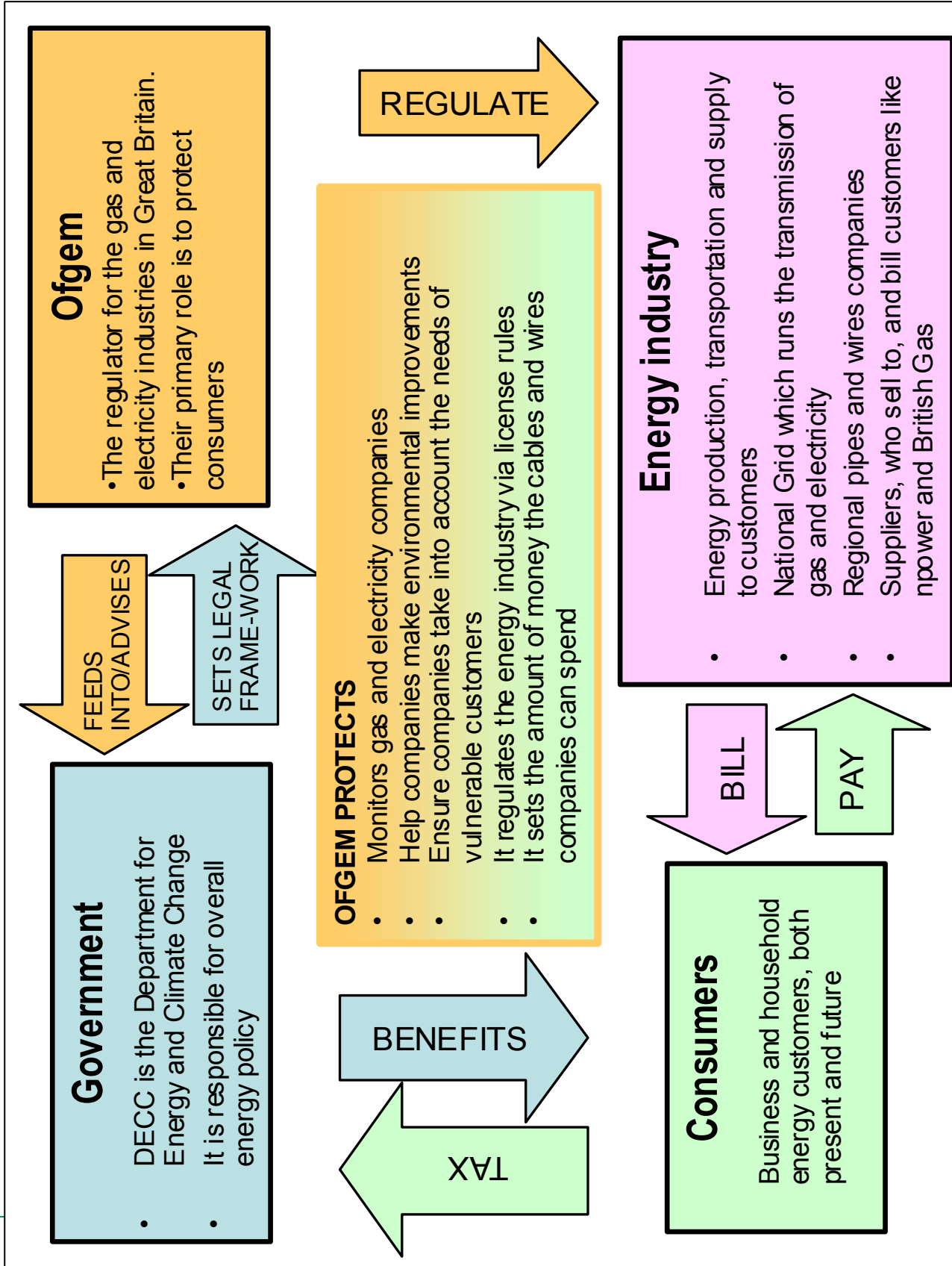
- **The potential of less energy sources in the future** because of the need to reduce carbon emissions and fossil fuels becoming scarce
- **Possibility of higher energy prices** due to the unstable oil prices and the potential higher costs of green alternatives
- **Risks to the security and continuity of energy supplies** due to the difference in the amount of energy produced and the amount of energy used by consumers, the need to replace old cables and pipes and political uncertainty.



and a number of challenges, for example....

- The need to ensure everyone can **afford to adequately heat their homes** (e.g. rising energy prices and an elderly population may mean more people struggle to pay their energy bills)
- The need to do **much more to reduce greenhouse gas emissions** – which will be a greater problem to future generations if not tackled now

4.3 Roles in the industry Handout



4.4 Sustainable energy and Ofgem Handout

Sustainable development and Ofgem

The Energy Act 2008 gave Ofgem the responsibility to contribute to the achievement of sustainable development for both existing and future customers.

Ofgem is committed to playing its role in addressing climate change, whilst avoiding unnecessary costs for consumers.

It works with Government and the energy market to bring about a sustainable future by:

- **Influencing debate and persuading the relevant stakeholders to make changes**
- **Providing information and expertise**
- **Ensuring that the energy markets adopt smarter and more innovative ways to operate sustainably**

1. Managing the transition to a low carbon economy

Ofgem is working with Government on a number of policy areas to tackle emissions including.....



The Renewables Obligation – this places an obligation on UK suppliers of electricity to source an increasing proportion of their electricity from **renewable sources**

Making it easier for **renewable generation** projects to sell their electricity to the pipes and wires companies (electricity networks)

Developing a regulatory framework for **offshore renewable schemes** (e.g. windfarms)

Encouraging local network operators (the pipes and wires companies) to tackle climate change through **incentives to be more efficient and innovative**

2. Eradicating fuel poverty and protecting vulnerable customers

Although the causes of fuel poverty go beyond the energy market, Ofgem works with Government to bring an end to fuel poverty. The Gas and Electricity Acts requires Ofgem to protect vulnerable customers. It does this by...



Placing licence obligations on energy companies to ensure they consider the needs of vulnerable customers

Encouraging best practice among energy suppliers, using research to identify **the best ways to address fuel poverty and help vulnerable customers**

Making it a requirement that suppliers take measures to help **customers make better informed choices about the best tariff for them**

Encouraging the expansion of gas networks to deliver cheaper energy to customers that currently rely on more expensive fuels

3. Promoting energy saving

Energy efficiency can deliver reductions in emissions; contribute to a reliable energy supply and help reduce energy costs



Ofgem has helped facilitate and administer the **Government's Carbon Emissions Reduction Target** (CERT requires gas and electricity suppliers to reduce the carbon emissions generated by the domestic customers) and **encourages energy efficiency**

Ofgem are also assisting in the **Smart Metering trials** and investigating how to encourage behavioural change for **households to become more energy efficient**

4. Ensure a secure and reliable gas and electricity supply



Ofgem works to ensure that that cost-effective, reliable energy supplies are always available to consumers



Ofgem does this by placing Price Controls on pipes and wires (Network) Companies. This places curbs on expenditure and **places incentives on them to be more efficient and to innovate technically**

Ofgem also works with Government and energy customers to look at the risks that could affect security of energy going into the network and **ensuring consumers always have energy in their homes when they need it**

5. Supporting improvement in all aspects of the environment



Ofgem is working with all stakeholders to ensure that considerations for the environment are included in all decisions

Gas and electricity industries have an impact on the environment through emissions and their impacts on the countryside and communities, for example,



Using more environmentally friendly materials in pipes and wires

Putting electricity cables underground (rather than overhead) in areas of outstanding natural beauty

Reducing the loss of energy from the pipe and wires systems

Encouraging companies to consider the impact of their own carbon footprint, for example, more efficient energy use in their own buildings and the types of cars and vans they use

4.5 Post workshop questionnaire

Ofgem Consumer Panel 2009-10

Post-Workshop Questionnaire

We would like your help to evaluate the Ofgem Consumer Panel event you have attended. We would be grateful if you could help us by completing this questionnaire so that we can find out your views.

LOCATION OF WORKSHOP	
DATE OF WORKSHOP	

Q1. Based on your experience, please indicate whether you **Strongly Agree, Agree, Disagree, Strongly Disagree or Neither Agree or Disagree** with each of the following statements (by placing a tick in the relevant box)

PLEASE TICK ONE BOX ON EACH LINE	Strongly Agree	Agree	Neither agree or Disagree	Disagree	Strongly Disagree	Don't know
a. I enjoyed taking part in the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. There was not enough time to fully discuss the issues properly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The event was well organised and structured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The information that was given to me was fair and balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. The event was run in an unbiased way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I think events like this are a good way of consulting the public about services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- g. I have learned a lot from today's event
- h. I understand how the results of the workshop will be used
- i. I think the Panel is a good way for Ofgem to get feedback from energy consumers

Q2. How would you describe the event you have just taken part in? Please tick all that apply

- | | | | |
|----------------|--------------------------|----------------|--------------------------|
| a) Interesting | <input type="checkbox"/> | e) Boring | <input type="checkbox"/> |
| b) Enjoyable | <input type="checkbox"/> | f) Confusing | <input type="checkbox"/> |
| c) Easy | <input type="checkbox"/> | g) Informative | <input type="checkbox"/> |
| d) Important | <input type="checkbox"/> | h) Hard work | <input type="checkbox"/> |

Q3. What was the best thing about the workshop?

Q4. What would you have improved about the workshop?

Q5. Do you have any additional comments?

Thank you. Please pass back to your table host

4.6 Detailed recruitment breakdown

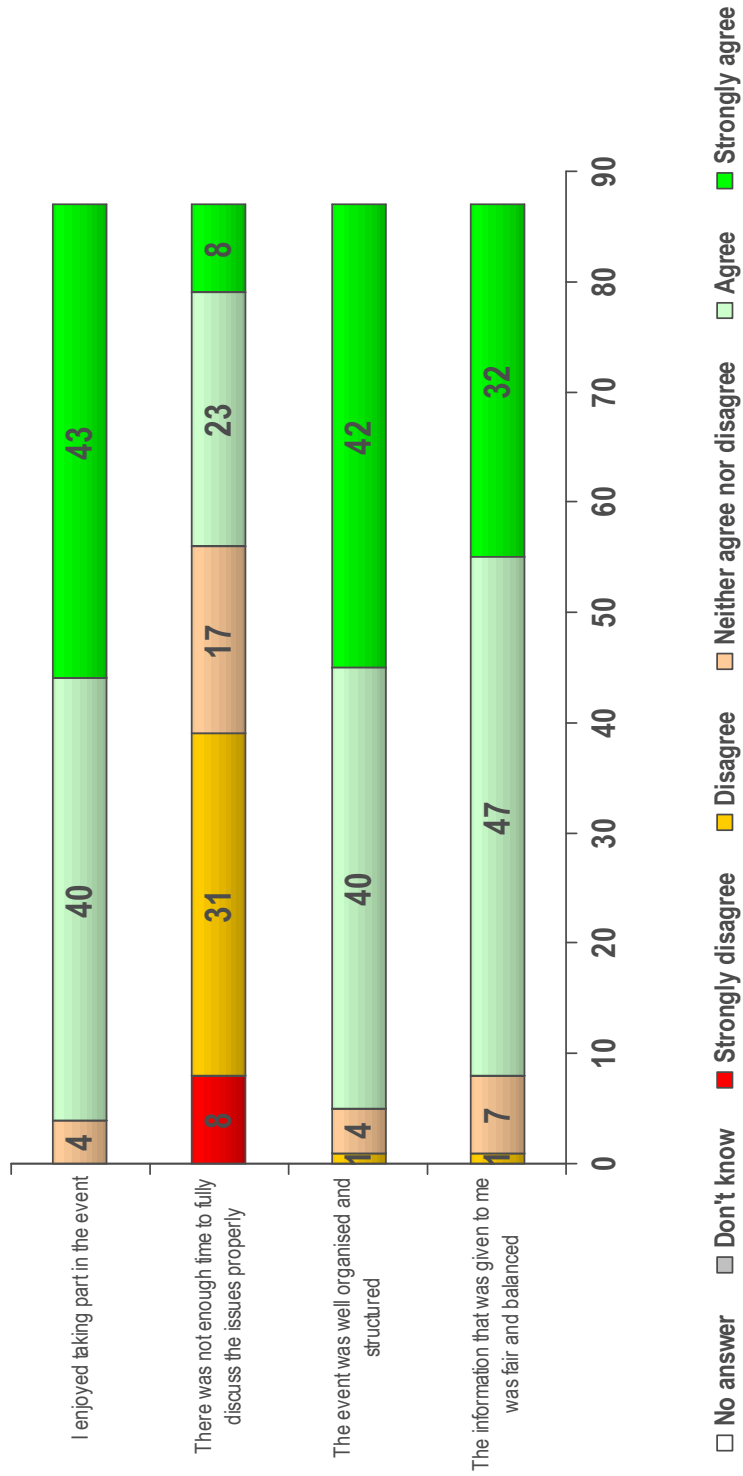
Sample	Target	Achieved
Gender		
Male	55	52
Female	55	45
<i>Total</i>	110	97
Age		
16 – 24	20	17
25 - 44	41	32
45 – 64	32	32
65 +	17	16
<i>Total</i>	110	97
Ethnicity		
White British	95	72
White Other	1	2
Black or Minority Black	24	23
<i>Total</i>	110	97
SEG		
AB	24	18
C1	35	34
C2	24	22
DE	27	23
<i>Total</i>	110	97
Tenure		
Owner occupied	63	53
Social rented	28	23
Private rented	19	21
<i>Total</i>	110	97
Rural vs. urban		
Rural	84	79

Sample	Target	Achieved
Urban	26	18
<i>Total</i>	110	97
Fuel Poverty		
Yes	20	22
No	90	75
<i>Total</i>	110	97

4.7 Feedback from Panellists

Event evaluation

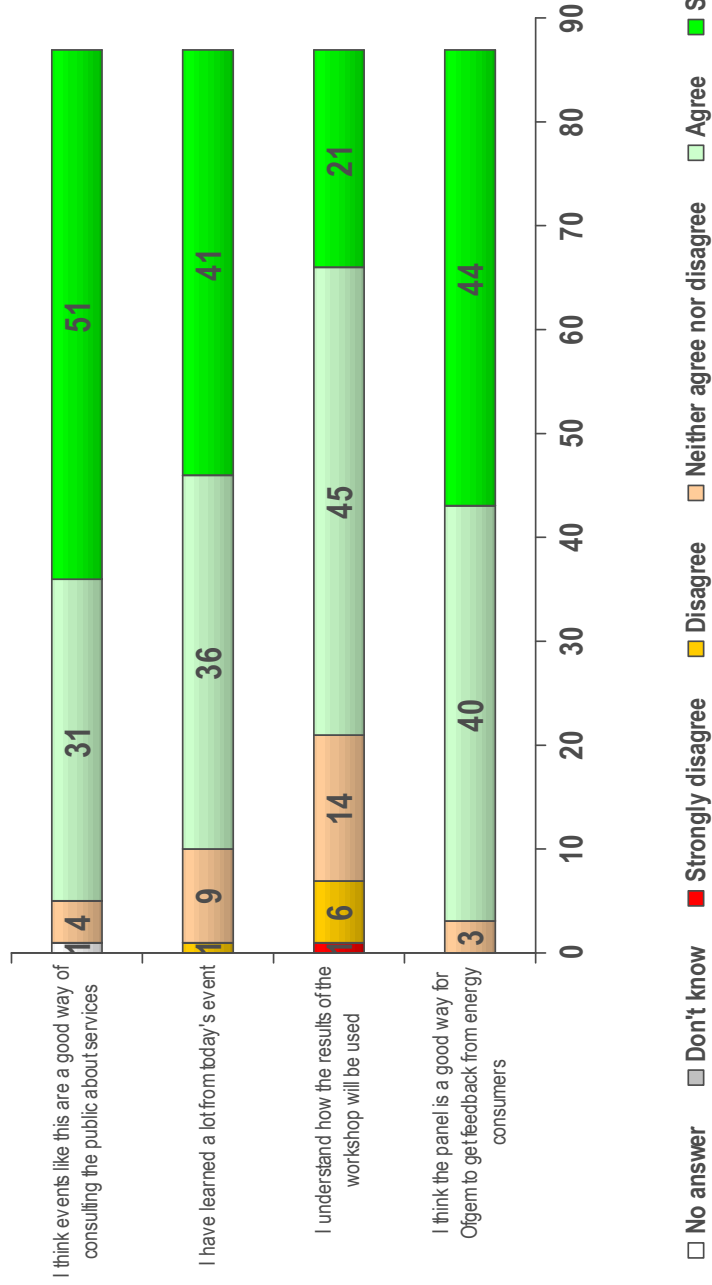
Level of agreement with the following statements:



All forums Base = 87

Event evaluation

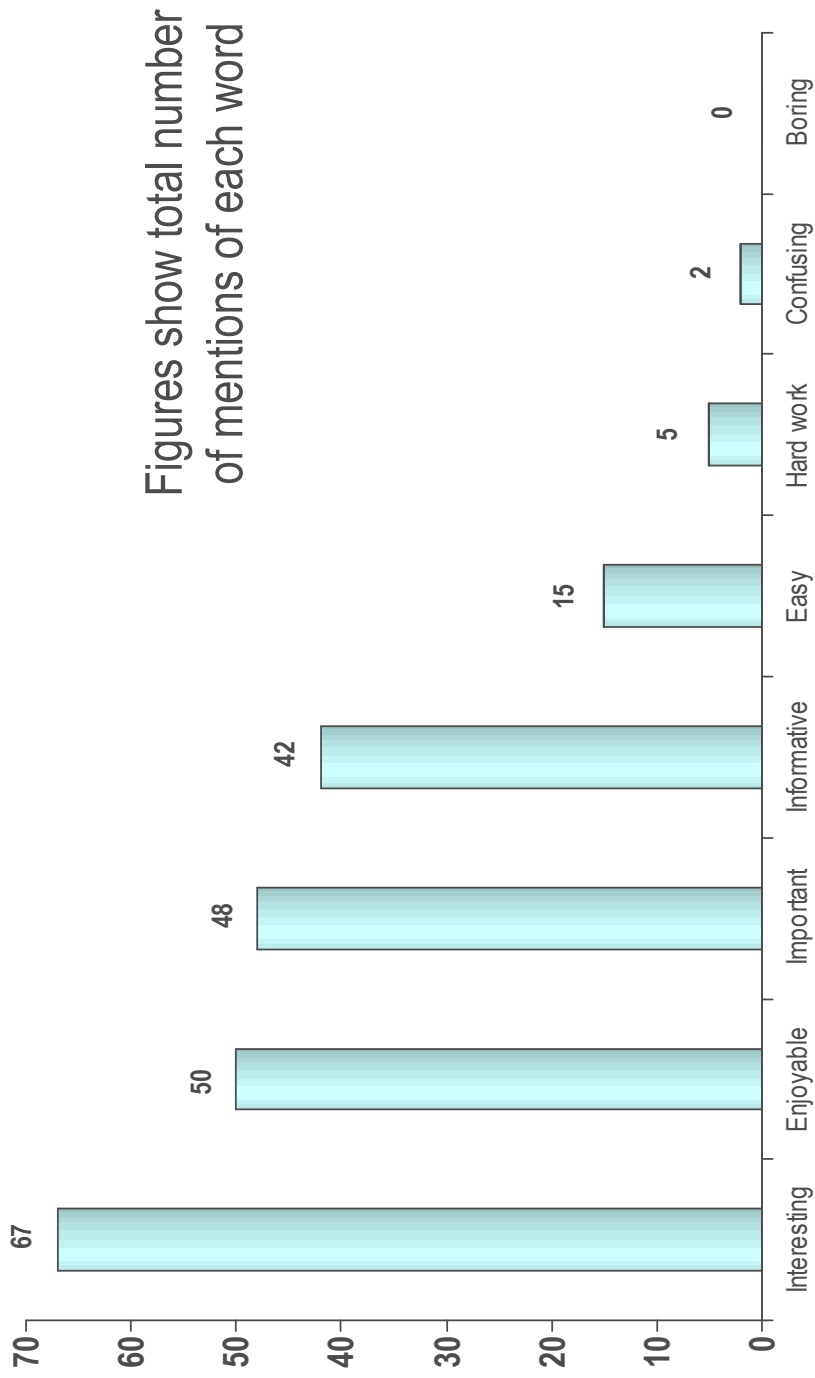
Level of agreement with the following statements:



All forums Base = 87

Words to describe the day

How would you describe the event you have just taken part in?



All forums Base = 87

3

Feedback - quotes

“It was enjoyable and looking forward to next session”
(Aberystwyth)

“It was good to get my view across and interesting to hear what other people have to say”
(Bradford)

“It was very informative and now I understand what Ofgem are trying to achieve in the future regarding energy”
(Bristol)

“Very interesting and informative, staff were extremely friendly”
(Aberdeen)

“Very informative and I came across things I have never heard or thought of”
(London)

“(the best things was).. discussing important issues in an informal and friendly environment and hearing the views of others”
(Aberystwyth)