

Retail Market Review Baseline Survey

80 **TNS BMRB**
80 years
of listening
to Britain

Annexes to main report

August 2014



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Annex A - Supplier level variation

Data is only presented for individual suppliers where base sizes are greater than 40. Where respondents can give multiple responses to a question, the sum of the individual responses may be greater than 100 per cent. Percentages in the tables do not always add to 100 per cent due to the effect of rounding up or down. Where a number of responses have been grouped together (such as Agree strongly and tend to agree) responses may not always equal the sum of the individual responses, again due to rounding¹.

Table A.1 Dual fuel energy customers - How satisfied or dissatisfied are you with the overall service you receive from your current energy supplier?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Very satisfied	20	19	20	19	14	18	16	32
Quite satisfied	54	55	54	58	58	55	51	49
Neither satisfied nor dissatisfied	19	19	20	18	22	19	21	13
Quite dissatisfied	5	6	4	4	5	5	10	4
Very dissatisfied	2	1	2	1	1	2	3	1
Don't know	0	19	20	0	14	18	16	1
TOTAL: Satisfied	74	74	74	77	72	74	67	81
TOTAL: Dissatisfied	7	7	6	6	6	7	13	5
<i>Unweighted base</i>	4760	1543	757	733	460	470	426	371

Q.67 Base: All who have gas and electricity and they have the same gas and electricity supplier

Table A.2 Electricity tariff only customers – How satisfied or dissatisfied are you with the overall service you receive from your current electricity supplier?

	All	British Gas	Eon	SSE ²	EDF	Scottish Power	Npower	Other
Percentage								
Very satisfied	20	23	19	22	15	29	13	22
Quite satisfied	51	50	51	52	50	43	58	48
Neither satisfied nor dissatisfied	21	17	22	20	23	20	21	25
Quite dissatisfied	5	5	5	4	8	5	7	2
Very dissatisfied	2	4	2	1	4	3	1	2
Don't know	0	1	0	0	0	0	0	0
TOTAL: Satisfied	71	73	71	74	65	73	70	71
TOTAL: Dissatisfied	8	8	7	5	12	8	8	4
<i>Unweighted base</i>	1119	111	229	214	226	143	134	62

Q.63 Base: All who have electricity only, or if gas and electricity, gas supplier is not the same as electricity supplier

¹ Also note that bases can vary through the Annex: 5531 customers reported being responsible for both gas and electricity bills; 599 for electricity only and 21 for gas only. Therefore gas customers only sums to 5552 and electricity only to 6130.

² Data presented throughout Annex A for SSE include the various energy companies operating within the SSE group: SSE, Swalec, Scottish Hydro, Southern Electric

Table A.3 Gas tariff only customers - How satisfied or dissatisfied are you with the overall service you receive from your current gas supplier³?

	All	British Gas	Other
Percentage			
Very satisfied	17	19	12
Quite satisfied	51	52	48
Neither satisfied nor dissatisfied	23	22	27
Quite dissatisfied	6	6	8
Very dissatisfied	3	2	5
Don't know	0	0	1
TOTAL: Satisfied	67	70	59
TOTAL: Dissatisfied	9	8	13
<i>Unweighted base</i>	<i>541</i>	<i>394</i>	<i>147</i>

Q.59 Base: All who have gas only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table A.4 Dual fuel energy customers - To what extent do you trust or distrust your energy supplier to treat you fairly in their dealings with you?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Completely trust	16	17	16	15	15	13	14	20
Tend to trust	47	47	45	50	50	47	42	50
Neither trust nor distrust	21	19	22	21	20	24	23	19
Tend to distrust	10	11	10	9	10	10	16	5
Strongly distrust	4	4	5	3	3	4	5	3
Don't know	2	2	1	2	1	2	1	3
TOTAL: Trust	63	64	61	65	64	60	56	70
TOTAL: Distrust	14	15	15	13	13	14	21	8
<i>Unweighted base</i>	<i>4760</i>	<i>1543</i>	<i>757</i>	<i>733</i>	<i>460</i>	<i>470</i>	<i>426</i>	<i>371</i>

Q.68 Base: All who have gas and electricity and they have the same gas and electricity supplier

³ Gas tariff only tables are only presented individually for British Gas due to small base sizes for other suppliers.

Table A.5 Electricity tariff only customers - To what extent do you trust or distrust your electricity supplier to treat you fairly in their dealings with you?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Completely trust	19	25	18	22	17	25	13	15
Tend to trust	43	42	38	48	37	43	51	56
Neither trust nor distrust	21	20	25	15	27	12	20	24
Tend to distrust	9	8	7	10	11	11	10	2
Strongly distrust	5	4	5	3	7	7	3	2
Don't know	3	1	6	1	2	2	2	1
TOTAL: Trust	63	66	56	70	54	68	65	70
TOTAL: Distrust	14	11	12	13	17	18	13	5
<i>Unweighted base</i>	<i>1119</i>	<i>111</i>	<i>229</i>	<i>214</i>	<i>226</i>	<i>143</i>	<i>134</i>	<i>62</i>

Q.64 Base: All who have electricity only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table A.6 Gas tariff only customers - To what extent do you trust or distrust your gas supplier to treat you fairly in their dealings with you?

	All	British Gas	Other
Percentage			
Completely trust	17	17	17
Tend to trust	40	40	38
Neither trust nor distrust	24	26	19
Tend to distrust	11	8	19
Strongly distrust	6	7	6
Don't know	2	3	2
TOTAL: Trust	56	57	55
TOTAL: Distrust	18	15	25
<i>Unweighted base</i>	<i>541</i>	<i>394</i>	<i>147</i>

Q.60 Base: All who have gas only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table A.7 Dual fuel energy customers - To what extent do you trust or distrust your energy supplier to provide you with clear and helpful information?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Completely trust	17	18	16	15	16	15	16	24
Tend to trust	48	47	47	53	51	45	44	51
Neither trust nor distrust	18	17	20	17	16	22	20	16
Tend to distrust	10	11	10	10	11	9	13	5
Strongly distrust	4	4	5	3	4	6	7	2
Don't know	2	2	2	2	2	3	1	2
TOTAL: Trust	65	65	63	68	67	61	60	75
TOTAL: Distrust	15	15	15	13	15	15	19	8
<i>Unweighted base</i>	<i>4760</i>	<i>1543</i>	<i>757</i>	<i>733</i>	<i>460</i>	<i>470</i>	<i>426</i>	<i>371</i>

Q.68 Base: All who have gas and electricity and they have the same gas and electricity supplier

Table A.8 Electricity tariff only customers - To what extent do you trust or distrust your electricity supplier to provide you with clear and helpful information?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Completely trust	19	24	18	23	15	24	14	14
Tend to trust	45	44	43	45	42	42	52	59
Neither trust nor distrust	18	17	23	16	20	14	15	19
Tend to distrust	10	9	7	11	13	10	11	4
Strongly distrust	6	4	5	3	7	8	5	5
Don't know	2	1	4	2	2	1	2	0
TOTAL: Trust	64	68	61	68	57	66	66	73
TOTAL: Distrust	16	14	12	14	21	19	17	8
<i>Unweighted base</i>	<i>1119</i>	<i>111</i>	<i>229</i>	<i>214</i>	<i>226</i>	<i>143</i>	<i>134</i>	<i>62</i>

Q.64 Base: All who have electricity only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table A.9 Gas tariff only customers - To what extent do you trust or distrust your gas supplier to provide clear and helpful information?

	All	British Gas	Other
Percentage			
Completely trust	18	18	17
Tend to trust	39	40	35
Neither trust nor distrust	21	23	18
Tend to distrust	12	9	21
Strongly distrust	7	7	6
Don't know	2	3	2
TOTAL: Trust	57	59	52
TOTAL: Distrust	19	16	28
<i>Unweighted base</i>	<i>541</i>	<i>394</i>	<i>147</i>

Q.60 Base: All who have gas only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table A.10 Dual fuel energy customers - To what extent do you trust or distrust your energy supplier to charge you a fair price for your gas and electricity?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Completely trust	14	14	14	13	12	12	12	20
Tend to trust	38	38	37	40	40	37	33	42
Neither trust nor distrust	22	21	21	20	22	24	23	23
Tend to distrust	15	15	16	15	17	14	21	9
Strongly distrust	8	9	10	8	6	10	9	3
Don't know	3	3	3	4	2	3	2	3
TOTAL: Trust	52	51	51	54	52	50	44	62
TOTAL: Distrust	24	25	26	22	23	23	30	12
<i>Unweighted base</i>	<i>4760</i>	<i>1543</i>	<i>757</i>	<i>733</i>	<i>460</i>	<i>470</i>	<i>426</i>	<i>371</i>

Q.68 Base: All who have gas and electricity and they have the same gas and electricity supplier

Table A.11 Electricity tariff only customers - To what extent do you trust or distrust your electricity supplier to charge you a fair price for your electricity?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Completely trust	15	19	15	16	13	20	8	17
Tend to trust	38	38	33	37	34	38	50	45
Neither trust nor distrust	22	26	26	22	21	17	17	26
Tend to distrust	13	11	13	15	19	9	13	7
Strongly distrust	8	5	8	5	10	11	8	3
Don't know	4	2	5	5	3	5	3	1
TOTAL: Trust	53	56	48	53	47	58	58	62
TOTAL: Distrust	21	16	21	20	29	20	21	10
<i>Unweighted base</i>	<i>1119</i>	<i>111</i>	<i>229</i>	<i>214</i>	<i>226</i>	<i>143</i>	<i>134</i>	<i>62</i>

Q.64 Base: All who have electricity only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table A.12 Gas tariff only customers - To what extent do you trust or distrust your gas supplier to charge you a fair price for your gas?

	All	British Gas	Other
Percentage			
Completely trust	14	13	15
Tend to trust	31	31	31
Neither trust nor distrust	22	23	20
Tend to distrust	19	18	22
Strongly distrust	11	12	9
Don't know	2	2	2
TOTAL: Trust	45	44	36
TOTAL: Distrust	31	30	32
<i>Unweighted base</i>	<i>541</i>	<i>394</i>	<i>147</i>

Q.60 Base: All who have gas only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table A.13 Can I just check which energy supplier(s) you have complained to in the last 12 months?

Multicoded answer

	Percentage of all complaints	Percentage of customers who have complained
British Gas	30	31
Npower	17	17
Eon	14	14
Scottish Power	12	12
EDF	10	11
SSE	9	10
Others	8	9
<i>Unweighted base</i>	604	583

Q.77 Base: All who have contacted a current or previous energy supplier to complain

The baseline survey asked all consumers if (by their own definition) they had contacted their energy supplier to complain in the last 12 months. Figures may differ from other data, such as complaints performance data⁴ or the Ofgem 2012 Complaints Handling Survey⁵, as these are based on samples of consumers recorded by suppliers as having made a complaint according to an agreed definition given⁶.

Table A.14 Energy customers who complained - Thinking of the last time you complained, taking everything into account regarding the complaints process, how satisfied or dissatisfied were you overall?

	All	British Gas	Eon	SSE	Scottish Power	Npower	EDF	Other
	Percentage							
Very satisfied	14	21	15	20	8	7	10	9
Quite satisfied	24	23	22	24	23	29	25	16
Neither satisfied nor dissatisfied	12	11	14	10	6	16	9	17
Quite dissatisfied	20	19	18	24	18	14	31	27
Very dissatisfied	30	26	30	21	45	33	25	32
Don't know	0	0	0	1	0	0	0	0
TOTAL: Satisfied	38	44	37	44	31	37	35	25
TOTAL: Dissatisfied	50	45	49	45	63	47	56	58
<i>Unweighted base</i>	583	181	85	58	64	94	52	49

Q.80 Base: All customers who have contacted a current or previous energy supplier to complain

⁴ Further information can be found here <https://www.ofgem.gov.uk/about-us/how-we-work/working-consumers/supplier-performance-consumer-complaints>

⁵ The 2012 Complaints Handling Survey can be found here <https://www.ofgem.gov.uk/publications-and-updates/customer-complaints-handling-research-report-2012>

⁶ Where "complaint" means any expression of dissatisfaction made to an organisation, related to any one or more of its products, its services or the manner in which it has dealt with any such expression of dissatisfaction, where a response is either provided by or on behalf of that organisation at the point at which contact is made or a response is explicitly or implicitly required or expected to be provided thereafter.

Table A.15 In the last 12 months, have you switched gas supplier?

Current Supplier	All	British Gas	Eon	SSE	Scottish Power	Npower	EDF	Other
Percentage								
Yes	14	5	14	10	14	20	20	34
<i>Unweighted base</i>	5552	1975	803	761	498	453	479	583

Q.19 Base: All who have mains gas at home and are responsible for it

Table A.16 In the last 12 months, have you switched your electricity supplier?

Current Supplier	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Yes	14	6	12	9	16	14	17	33
<i>Unweighted base</i>	6130	1654	987	949	687	622	563	668

Q.18 Base: All who have mains electricity at home and are responsible for it

Table A.17 And who was your previous gas supplier?

	Percentage of all customers	Percentage of customers who switched
Percentage		
British Gas	3	26
E.on	2	17
SSE	2	12
Scottish Power	2	12
Npower	1	11
EDF	1	10
Others	1	8
<i>Unweighted base</i>	5552	736

Q.25 Base: All who have switched gas supplier in the last 12 months

Table A.18 And who was your previous electricity supplier?

	Percentage of all customers	Percentage of customers who switched
Percentage		
British Gas	3	22
E.on	3	19
SSE	2	13
Scottish Power	2	13
Npower	2	12
EDF	1	10
Others	1	8
<i>Unweighted base</i>	6130	794

Q.30 Base: All who have switched electricity supplier in the last 12 months

Table A.19 In the last 12 months, have you changed the tariff you were on with your existing gas supplier?

	All	British Gas	Eon	SSE	Scottish Power	Npower	EDF	Other
Percentage								
Yes	11	9	13	7	14	16	14	8
<i>Unweighted base</i>	5552	1975	803	761	498	453	479	583

Q.35 Base: All who have mains gas at home and are responsible for it

Table A.20 In the last 12 months, have you changed the tariff you were on with your existing electricity supplier?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Yes	14	11	16	9	16	18	21	15
<i>Unweighted base</i>	6130	1654	987	949	687	622	563	668

Q.18 Base: All who have mains electricity at home and are responsible for it

Table A.21 Gas customers - Do you recall seeing a message on your [bill or direct debit or prepayment statement/ annual summary/price increase notification/ End of fixed term letter] about savings you could make by changing tariff or payment method with your current supplier?

	All	British Gas	Eon	SSE	Scottish Power	Npower	EDF	Other
Percentage								
Bill or direct debit/prepayment statement	27	29	26	28	25	31	28	20
<i>Unweighted base</i>	3670	1147	458	490	294	300	289	331
Annual Summary	37	33	35	33	27	31	37	26
<i>Unweighted base</i>	2941	975	370	355	227	248	255	253
Price increase notification	30	33	32	30	30	31	27	22
<i>Unweighted base</i>	2528	785	350	326	187	230	199	210
End of fixed term letter	38	38	33	43	48	44	35	27
<i>Unweighted base</i>	1029	329	155	92	110	68	107	83

Q.141- 144 Base: All bases are of customers who read in detail/glanced at this type of communication

Table A.22 Electricity customers - Do you recall seeing a message on your [bill, direct debit or prepayment statement/ annual summary/price increase notification/ End of fixed term letter] about savings you could make by changing tariff or payment method with your current supplier?

	All	British Gas	Eon	SSE	EDF	Scottish Power	Npower	Other
Percentage								
Bill, direct debit or prepayment statement	27	28	25	30	29	24	31	21
<i>Unweighted base</i>	<i>3670</i>	<i>935</i>	<i>574</i>	<i>598</i>	<i>418</i>	<i>365</i>	<i>376</i>	<i>348</i>
Annual Summary	32	33	32	33	38	29	33	27
<i>Unweighted base</i>	<i>2941</i>	<i>790</i>	<i>452</i>	<i>437</i>	<i>368</i>	<i>285</i>	<i>302</i>	<i>273</i>
Price increase notification	30	34	31	29	28	30	32	24
<i>Unweighted base</i>	<i>2528</i>	<i>632</i>	<i>410</i>	<i>411</i>	<i>279</i>	<i>238</i>	<i>300</i>	<i>229</i>
End of fixed term letter	38	37	34	44	35	45	44	26
<i>Unweighted base</i>	<i>1029</i>	<i>294</i>	<i>183</i>	<i>103</i>	<i>138</i>	<i>130</i>	<i>86</i>	<i>84</i>

Q.141- 144 Base: All bases are of customers who read in detail/glanced at this type of communication

Annex B – Sample characteristics

Table B.1 Do you have mains gas and/or mains electricity in your home?

	<i>Percentage</i>
Mains gas only	0
Mains electricity only	8
Mains gas and electricity	90
Neither	1
Refused	0
Don't know	0
<i>Unweighted base</i>	8726

Q.1 Base: All Omnibus Respondents aged 16+ in GB

Table B.2 Are you responsible or jointly responsible for the gas and/or electricity bills in your household?

	<i>Percentage</i>
Yes	72
No	27
Refused	0
Don't know	0
<i>Unweighted base</i>	8627

Q.2 Base: All who have mains gas and/or mains electricity at home

Table B.3 Age

	<i>Percentage</i>
16 to 24	5
25 to 34	14
35 to 44	17
45 to 54	20
55 to 64	15
65 to 74	16
75 or older	13
<i>Unweighted base</i>	6151

Base: Core Omnibus Question: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.4 Gender

	<i>Percentage</i>
Male	48
Female	52
<i>Unweighted base</i>	6151

Base: Core Omnibus Question: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.5 Housing tenure

	<i>Percentage</i>
Owner - Mortgage	26
Owner – Outright	37
Rent from local authority	17
Rent privately	18
Other	1
<i>Unweighted base</i>	6151

Base: Core Omnibus Question: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.6 Social grade

	<i>Percentage</i>
A	4
B	20
C1	31
C2	20
D	10
E	15
<i>Unweighted base</i>	6151

Base: Core Omnibus Question: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.7 What is the highest level of education you have completed?

	<i>Percentage</i>
Post graduate degree	7
Degree	16
Professional qualifications	11
HND/HNC	5
A Levels/AS Levels	11
GCSE/O Levels/CSE	23
ONC/OND/City & Guilds	5
GNVQ	3
None of the above	19
Refused	0
Don't know	0
<i>Unweighted base</i>	6151

Q.130 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.8 Do you or your husband/wife/partner have any long-term illness, physical or mental health problem or disability which limits your daily activities or the work you can do?

	<i>Percentage</i>
Yes	18
Yes, my husband/wife/partner does	7
No	78
Refused	0
Don't know	0
<i>Unweighted base</i>	6151

Q.131 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.9 And do you or your husband/wife/partner have any caring responsibilities for a member of your immediate family, or, a close relative outside of your household who has any long-standing illness, physical or mental health problem or disability?

	<i>Percentage</i>
Yes	10
No	90
Refused	0
Don't know	0
<i>Unweighted base</i>	6151

Q.132 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.10 How often do you use the internet?

	<i>Percentage</i>
Roughly every day	70
At least once a week	8
At least once a month	2
Less often than once per month	2
Never - but I do have access	3
Never - and I do not have access	16
Refused	0
Don't know	0
<i>Unweighted base</i>	6151

Q.128 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.11 Can I check, is English your first or main language?

	<i>Percentage</i>
Yes - English only	87
Yes - English first /main and speaks other languages	5
No - Another first/main language	6
Bilingual - consider both languages as main	2
Refused	0
Don't know	0
<i>Unweighted base</i>	6151

Q.129 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.12 This card shows incomes in weekly, monthly and annual amounts. Which of the groups on the card represents your personal/you and your husband's/wife's/ partner's combined income before any deductions such as income tax or National Insurance?

Weekly	Monthly	Annually	Percentage
Under £100	Under £400	Under £5,000	4
£100 - £199	£400 - £829	£5,000 - £9,999	9
£200 - £289	£830 - £1,249	£10,000 - £14,999	10
£290 - £389	£1,250 - £1,649	£15,000 - £19,999	8
£390 - £489	£1,650 - £2,099	£20,000 - £24,999	7
£490 - £579	£2,100 - £2,499	£25,000 - £29,999	6
£580 - £679	£2,500 - £2,899	£30,000 - £34,999	5
£680 - £769	£2,900 - £3,349	£35,000 - £39,999	4
£770 - £869	£3,350 - £3,749	£40,000 - £44,999	3
£870 - £969	£3,750 - £4,149	£45,000 - £49,999	3
£970 - £1,149	£4,150 - £4,999	£50,000 - £59,999	4
£1,150 - £1,349	£5,000 - £5,849	£60,000 - £69,999	2
£1,350 - £1,549	£5,850 - £6, 649	£70,000 - £79,999	2
£1,550 or over	£6,650 or over	£80,000 or over	3
Nothing/no work or scheme			4
Refused			22
Don't know			4
Unweighted base			6151

Q.133 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.13 Can I just check, is your own/your own and your partner's total income, before tax and any other deductions more or less than £16,000 per year? [If did not answer previous income question]

	Percentage
Less than £16,000	46
£16,000 or more	40
Refused	5
Don't know	9
Unweighted base	545

Q.134 Base: All who did not know income or had no personal income

Table B.14 Could you tell me the extent to which: financial things are a bit of a struggle for me

	Percentage
Strongly agree	12
Tend to agree	25
Neither agree nor disagree	21
Tend to disagree	28
Strongly disagree	12
Refused	2
Don't know	2
TOTAL: Agree	37
TOTAL: Disagree	39
Unweighted base	6151

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.15 Could you tell me the extent to which: I always like to look for ways that I can save money, even if it is only a little

	<i>Percentage</i>
Strongly agree	26
Tend to agree	47
Neither agree nor disagree	13
Tend to disagree	9
Strongly disagree	2
Refused	1
Don't know	2
TOTAL: Agree	76
TOTAL: Disagree	11
<i>Unweighted base</i>	<i>6151</i>

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.16 Could you tell me the extent to which: I always feel some worry or anxiety when things I am used to start to change

	<i>Percentage</i>
Strongly agree	12
Tend to agree	31
Neither agree nor disagree	18
Tend to disagree	26
Strongly disagree	10
Refused	1
Don't know	2
TOTAL: Agree	43
TOTAL: Disagree	36
<i>Unweighted base</i>	<i>6151</i>

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.17 Could you tell me the extent to which: I always find out everything I can about a product before I decide to buy it

	<i>Percentage</i>
Strongly agree	25
Tend to agree	45
Neither agree nor disagree	13
Tend to disagree	11
Strongly disagree	3
Refused	1
Don't know	2
TOTAL: Agree	70
TOTAL: Disagree	14
<i>Unweighted base</i>	<i>6151</i>

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.18 Could you tell me the extent to which: I prefer to talk to a salesperson before I buy things

	<i>Percentage</i>
Strongly agree	15
Tend to agree	33
Neither agree nor disagree	18
Tend to disagree	23
Strongly disagree	8
Refused	1
Don't know	2
TOTAL: Agree	48
TOTAL: Disagree	31
<i>Unweighted base</i>	<i>6151</i>

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.19 Could you tell me the extent to which: I often make a decision on impulse

	<i>Percentage</i>
Strongly agree	8
Tend to agree	22
Neither agree nor disagree	14
Tend to disagree	35
Strongly disagree	17
Refused	1
Don't know	2
TOTAL: Agree	31
TOTAL: Disagree	52
<i>Unweighted base</i>	<i>6151</i>

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.20 Could you tell me the extent to which: Everything seems to be getting more complicated these days

	<i>Percentage</i>
Strongly agree	22
Tend to agree	35
Neither agree nor disagree	18
Tend to disagree	17
Strongly disagree	5
Refused	1
Don't know	2
TOTAL: Agree	57
TOTAL: Disagree	23
<i>Unweighted base</i>	<i>6151</i>

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.21 Could you tell me the extent to which: I think about the effects on the environment of my purchasing decisions

	<i>Percentage</i>
Strongly agree	10
Tend to agree	34
Neither agree nor disagree	21
Tend to disagree	23
Strongly disagree	9
Refused	1
Don't know	2
TOTAL: Agree	45
TOTAL: Disagree	31
<i>Unweighted base</i>	6151

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.22 Could you tell me the extent to which: I always check bank or building society statements when I get them, including online

	<i>Percentage</i>
Strongly agree	43
Tend to agree	37
Neither agree nor disagree	8
Tend to disagree	6
Strongly disagree	2
Refused	1
Don't know	2
TOTAL: Agree	80
TOTAL: Disagree	9
<i>Unweighted base</i>	6151

Q127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.23 Have you moved house in the last 12 months?

	<i>Percentage</i>
Yes – once	11
Yes - more than once	0
No	88
Refused	0
Don't know	0
<i>Unweighted base</i>	6151

Q.135 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.24 Who is your current gas supplier?

	<i>Percentage</i>
British Gas	35
E.ON	14
Scottish Power	9
Npower	9
EDF	9
Southern Electric*	6
SSE*	4
Utility Warehouse	2
First Utility	2
Swalec*	1
Scottish Hydro*	1
Co-operative Energy	1
Marks & Spencer Energy	1
Ovo	1
Sainsburys Energy	1
Spark Energy	0
Ecotricity	0
Good Energy	0
Ebico	0
Other	2
Refused	0
Don't know	2
<i>Unweighted base</i>	<i>5552</i>

Q.3 Base: All who have mains gas at home and are responsible for it

*Group companies of SSE shown individually.

Table B.25 Who is your current electricity supplier?

	<i>Percentage</i>
British Gas	26
E.ON	16
EDF	11
Scottish Power	10
Npower	10
Southern Electric*	7
SSE*	4
Utility Warehouse	2
Swalec*	2
Scottish Hydro*	2
First Utility	2
Co-operative Energy	1
Marks & Spencer Energy	1
Ovo	1
Sainsburys Energy	1
Spark Energy	0
Ecotricity	0
Good Energy	0
Ebico	0
Other	2
Refused	0
Don't know	2
<i>Unweighted base</i>	6130

Q.4 Base: All who have mains electricity at home and are responsible for it

*Group companies of SSE shown individually.

Table B.26 How do you pay for your gas?

	<i>Percentage</i>
Monthly direct debit	65
Prepayment meter	14
Pay by cheque, cash or card on receipt of your bill	10
Quarterly direct debit	6
Payment card / book where you can pay money in whenever you choose	3
Weekly / fortnightly payment scheme	1
Fuel direct	0
Other	1
Refused	0
Don't know	0
<i>Unweighted base</i>	5552

Q.5 Base: All who have mains gas at home and are responsible for it

Table B.27 How do you pay for your electricity?

	Percentage
Monthly direct debit	64
Prepayment meter	16
Pay by cheque, cash or card on receipt of your bill	9
Quarterly direct debit	6
Payment card / book where you can pay money in whenever you choose	2
Weekly / fortnightly payment scheme	1
Fuel direct	0
Other	1
Refused	0
Don't know	0
<i>Unweighted base</i>	6130

Q.6 Base: All who have mains electricity at home and are responsible for it

Table B.28 Do you receive a dual fuel discount for buying your gas and electricity from the same energy supplier?

	Percentage
Yes	70
No	23
Refused	0
Don't know	7
<i>Unweighted base</i>	4760

Q.7 Base: All who have mains gas and mains electricity at home and are responsible for it, and have the same supplier

Table B.29 An energy tariff is the pricing plan for gas, electricity or for both that you use. Are you on an online tariff, that is, a gas, electricity or both account that you manage over the internet?

	Percentage
Yes, gas only	1
Yes, electricity only	3
Yes, gas and electricity	31
No	63
Refused	0
Don't know	3
<i>Unweighted base</i>	6151

Q.10 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.30 A fixed term tariff is a tariff that has a definite end date. Are you on a fixed term tariff for gas, electricity or for both?

	<i>Percentage</i>
Yes, gas only	1
Yes, electricity only	4
Yes, gas and electricity	37
No	52
Refused	0
Don't know	6
<i>Unweighted base</i>	6151

Q.11 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table B.31 Do you have an electricity meter that charges different amounts at different times of the day?

	<i>Percentage</i>
Yes, such as Economy 7 or Economy 10	12
No, it's a single rate meter	82
Other	1
Refused	0
Don't know	5
<i>Unweighted base</i>	6130

Q.13 Base: All who have mains electricity at home and are responsible for it

Annex C – Sample Attitudes

Table C.1 To what extent do you agree or disagree with the following statements about energy suppliers?

It's too hard to work out whether I would save or not if I switched

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	15	12	13	19	13	13	17	17	22	13
Tend to agree	31	27	31	33	29	31	31	33	34	31
Neither agree nor disagree	19	21	20	16	18	18	19	21	19	19
Tend to disagree	20	22	21	16	23	23	18	15	12	22
Disagree strongly	9	11	10	7	13	10	9	6	4	11
Don't know	4	7	3	6	3	4	5	7	7	4
TOTAL: Agree	46	39	45	53	42	45	48	50	56	43
TOTAL: Disagree	29	32	31	24	36	33	26	20	16	33
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.2 To what extent do you agree or disagree with the following statements about energy suppliers?

There are no real differences between suppliers in the prices they charge

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	11	11	11	12	9	12	12	12	14	10
Tend to agree	34	30	34	35	32	33	35	35	36	33
Neither agree nor disagree	20	24	20	18	19	19	21	21	19	20
Tend to disagree	18	18	19	17	22	21	15	14	13	20
Disagree strongly	8	8	9	7	10	8	7	6	5	9
Don't know	8	9	6	10	7	7	7	10	12	7
TOTAL: Agree	45	40	45	47	41	44	48	48	50	43
TOTAL: Disagree	26	25	28	23	32	29	23	20	18	28
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.3 To what extent do you agree or disagree with the following statements about energy suppliers?

Switching is a hassle that I've not got time for

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	17	15	16	19	16	16	16	18	21	15
Tend to agree	30	32	29	32	27	31	32	31	35	29
Neither agree nor disagree	18	19	18	16	16	16	18	20	18	17
Tend to disagree	21	19	23	19	24	23	21	17	15	23
Disagree strongly	10	9	11	9	13	11	8	7	5	11
Don't know	3	5	2	4	2	3	4	5	5	3
TOTAL: Agree	47	47	44	51	43	47	48	49	56	44
TOTAL: Disagree	31	28	34	28	37	34	29	24	19	35
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.4 To what extent do you agree or disagree with the following statements about energy suppliers?

I worry that if I switch things will go wrong

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	13	10	12	15	9	12	14	15	19	11
Tend to agree	28	26	26	31	25	27	29	31	32	27
Neither agree nor disagree	18	19	18	16	16	17	18	20	18	18
Tend to disagree	24	26	26	21	29	27	22	19	17	26
Disagree strongly	13	14	14	12	18	14	12	9	8	15
Don't know	3	4	2	4	2	3	3	5	5	3
TOTAL: Agree	40	36	39	46	34	39	43	46	51	37
TOTAL: Disagree	38	39	40	32	46	41	34	28	25	41
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.5 To what extent do you agree or disagree with the following statements about energy suppliers?

I check now and again to see if it's worth me switching supplier or tariff

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	9	8	10	7	12	10	8	6	4	10
Tend to agree	27	27	30	23	30	31	26	21	17	30
Neither agree nor disagree	17	19	17	14	15	16	17	19	17	17
Tend to disagree	26	24	25	28	25	25	26	27	30	25
Disagree strongly	17	16	14	22	14	16	17	20	26	14
Don't know	3	5	3	4	3	3	4	5	5	3
TOTAL: Agree	36	35	40	30	42	40	34	27	21	40
TOTAL: Disagree	43	40	39	51	39	40	44	48	56	39
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.6 To what extent do you agree or disagree with the following statements about energy suppliers?

I'm happy with my current supplier and see no need to switch

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	25	22	22	33	22	25	25	30	35	23
Tend to agree	43	43	43	42	44	45	43	39	41	43
Neither agree nor disagree	18	20	20	14	19	17	18	18	13	20
Tend to disagree	6	6	7	4	7	7	6	5	4	7
Disagree strongly	3	4	4	2	4	3	3	4	2	4
Don't know	3	5	2	4	3	3	4	4	5	3
TOTAL: Agree	68	64	65	75	66	69	68	68	75	66
TOTAL: Disagree	10	10	11	6	11	10	9	8	6	11
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.7 To what extent do you agree or disagree with the following statements about energy suppliers?

I feel reasonably confident I know enough about how to switch suppliers

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	22	23	24	17	25	24	21	16	12	24
Tend to agree	42	42	45	38	45	44	41	39	34	45
Neither agree nor disagree	15	16	14	16	12	14	15	19	19	14
Tend to disagree	11	10	11	14	10	11	12	13	16	10
Disagree strongly	5	4	3	9	4	4	5	7	11	3
Don't know	4	5	3	4	2	3	4	5	6	3
TOTAL: Agree	64	65	69	55	70	68	62	55	46	69
TOTAL: Disagree	17	14	14	23	15	15	17	20	27	14
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.8 To what extent do you agree or disagree with the following statements about energy suppliers?

I don't think I'd be able to switch even if I wanted to

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	4	4	4	4	2	4	3	5	5	3
Tend to agree	11	12	10	10	7	10	10	15	13	10
Neither agree nor disagree	15	18	14	16	11	13	18	20	20	14
Tend to disagree	33	30	33	34	35	32	33	30	31	33
Disagree strongly	32	29	34	30	40	36	30	22	22	35
Don't know	4	6	3	5	3	4	4	6	7	4
TOTAL: Agree	14	16	14	14	10	14	13	20	17	14
TOTAL: Disagree	65	59	67	64	74	68	64	52	54	68
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.9 To what extent do you agree or disagree with the following statements about energy suppliers?

Some energy suppliers are more trustworthy than others

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	7	8	7	7	7	7	8	8	7	7
Tend to agree	26	26	25	28	24	26	26	27	27	25
Neither agree nor disagree	32	33	33	28	33	33	30	30	28	33
Tend to disagree	16	15	19	11	16	17	17	13	12	17
Disagree strongly	7	7	8	7	9	7	8	7	6	8
Don't know	10	10	7	17	10	9	10	13	17	8
TOTAL: Agree	33	34	32	35	31	33	34	35	34	33
TOTAL: Disagree	23	21	27	18	25	24	25	20	18	25
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.10 To what extent do you agree or disagree with the following statements about energy suppliers?

It's getting harder to understand all the information I receive from suppliers

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	17	13	15	21	15	16	18	19	22	15
Tend to agree	33	31	33	34	31	33	35	32	34	32
Neither agree nor disagree	22	25	23	19	22	22	21	22	21	22
Tend to disagree	17	18	18	14	21	18	14	14	11	19
Disagree strongly	7	7	7	7	8	7	6	5	4	7
Don't know	4	5	3	4	3	3	4	5	6	3
TOTAL: Agree	49	44	48	55	45	48	54	51	57	47
TOTAL: Disagree	24	25	25	21	29	26	20	20	15	26
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.11 To what extent do you agree or disagree with the following statements about energy suppliers?

Changing tariff with your existing supplier is a good way to save money

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	11	12	13	8	12	12	12	10	7	13
Tend to agree	39	39	43	34	43	43	39	33	31	42
Neither agree nor disagree	25	27	24	26	23	24	25	27	28	24
Tend to disagree	9	8	8	11	8	8	8	10	10	8
Disagree strongly	3	2	3	4	2	3	3	3	4	2
Don't know	11	11	8	16	10	9	12	14	18	9
TOTAL: Agree	51	51	56	42	56	54	51	43	38	55
TOTAL: Disagree	12	10	11	14	10	11	11	14	14	11
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.12 To what extent do you agree or disagree with the following statements about energy suppliers?

I would switch if my supplier let me down on customer service

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	20	21	21	19	21	21	22	17	15	22
Tend to agree	43	41	44	43	47	46	40	38	38	44
Neither agree nor disagree	18	18	18	18	17	16	19	20	21	17
Tend to disagree	11	11	11	10	9	11	11	12	13	10
Disagree strongly	3	3	3	3	2	2	2	4	4	3
Don't know	4	5	3	5	3	3	4	6	7	3
TOTAL: Agree	63	62	65	62	68	67	62	55	53	66
TOTAL: Disagree	14	14	13	14	11	13	13	16	17	13
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.121 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.13 Could you tell me the extent to which you agree or disagree with the following statements?

Financially things are a bit of a struggle for me

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	12	12	14	7	5	10	10	22	15	11
Tend to agree	25	28	26	23	16	24	27	34	29	24
Neither agree nor disagree	21	23	22	18	22	21	22	18	16	22
Tend to disagree	28	25	24	35	34	31	27	18	26	28
Disagree strongly	12	10	11	14	19	12	10	5	10	12
TOTAL: Agree	37	40	40	30	21	34	37	56	43	35
TOTAL: Disagree	39	35	35	49	53	43	37	23	37	40
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.14 Could you tell me the extent to which you agree or disagree with the following statements?

I always like to look for ways that I can save money, even if it is only a little

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	26	28	25	25	19	26	24	32	26	26
Tend to agree	47	47	48	46	49	48	48	44	45	48
Neither agree nor disagree	13	14	13	13	15	13	14	11	12	14
Tend to disagree	9	8	9	11	11	10	9	7	11	9
Disagree strongly	2	2	2	3	3	2	2	2	3	2
TOTAL: Agree	73	74	74	71	68	74	73	76	71	73
TOTAL: Disagree	11	10	11	14	14	11	11	9	14	11
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.15 Could you tell me the extent to which you agree or disagree with the following statements?

I always feel some worry or anxiety when things I am used to start to change

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	12	9	11	15	7	11	11	18	19	10
Tend to agree	31	30	28	37	27	30	32	36	39	29
Neither agree nor disagree	18	20	19	17	21	18	20	16	16	19
Tend to disagree	26	29	27	21	29	29	25	19	17	28
Disagree strongly	10	10	11	7	13	10	9	7	6	11
TOTAL: Agree	43	39	40	52	34	41	43	54	57	39
TOTAL: Disagree	36	39	39	28	42	39	34	26	23	39
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.16 Could you tell me the extent to which you agree or disagree with the following statements?

I always find out everything I can about a product before I decide to buy it

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
		Percentage								
Agree strongly	25	25	25	25	25	26	23	25	22	26
Tend to agree	45	43	46	44	47	46	44	42	42	46
Neither agree nor disagree	13	14	13	13	14	13	14	13	14	13
Tend to disagree	11	12	11	12	9	12	12	12	14	10
Disagree strongly	3	4	3	3	2	2	4	4	4	3
TOTAL: Agree	70	69	70	69	72	72	68	67	64	72
TOTAL: Disagree	14	15	14	15	12	14	16	16	19	13
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.17 Could you tell me the extent to which you agree or disagree with the following statements?

I prefer to talk to a salesperson before I buy things

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	15	12	14	19	12	13	15	19	21	13
Tend to agree	33	31	30	38	30	32	35	34	38	31
Neither agree nor disagree	18	19	19	16	21	18	19	17	15	20
Tend to disagree	23	25	26	18	25	27	21	19	16	25
Disagree strongly	8	11	8	6	9	8	7	7	6	9
TOTAL: Agree	48	43	44	57	42	46	50	53	59	44
TOTAL: Disagree	31	36	34	24	34	35	28	26	22	34
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.18 Could you tell me the extent to which you agree or disagree with the following statements?

I often make a decision on impulse

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	8	11	9	7	7	8	10	10	7	9
Tend to agree	22	29	22	19	20	21	24	24	20	23
Neither agree nor disagree	14	16	16	11	15	15	13	14	13	15
Tend to disagree	35	30	35	41	37	38	34	31	37	35
Disagree strongly	17	12	17	20	19	16	16	17	19	16
TOTAL: Agree	31	39	30	25	26	29	33	34	27	31
TOTAL: Disagree	52	42	51	61	56	54	50	48	56	51
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.19 Could you tell me the extent to which you agree or disagree with the following statements?

Everything seems to be getting more complicated these days

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	22	14	19	31	15	20	22	30	34	18
Tend to agree	35	34	34	38	31	34	38	37	40	34
Neither agree nor disagree	18	21	20	13	22	18	18	14	12	20
Tend to disagree	17	21	19	12	22	20	14	12	8	20
Disagree strongly	5	8	5	3	7	6	4	3	2	6
TOTAL: Agree	57	48	53	68	46	54	60	67	73	52
TOTAL: Disagree	23	28	24	15	29	26	18	15	11	26
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.20 Could you tell me the extent to which you agree or disagree with the following statements?

I think about the effects on the environment of my purchasing decisions

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	10	8	10	12	12	11	9	10	11	10
Tend to agree	34	32	36	34	38	35	32	31	30	35
Neither agree nor disagree	21	23	22	18	21	22	22	20	19	22
Tend to disagree	23	25	21	23	19	22	25	25	25	22
Disagree strongly	9	10	8	9	7	8	9	10	10	8
TOTAL: Agree	45	40	46	45	50	46	40	41	41	46
TOTAL: Disagree	31	35	29	33	26	30	34	35	35	30
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table C.21 Could you tell me the extent to which you agree or disagree with the following statements?

I always check bank or building society statements when I get them, including online

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Agree strongly	43	36	42	51	43	46	43	42	43	44
Tend to agree	37	38	38	34	38	37	38	34	35	37
Neither agree nor disagree	8	10	8	7	8	8	8	10	10	8
Tend to disagree	6	9	7	4	7	6	6	7	5	7
Disagree strongly	2	3	3	2	2	2	3	3	3	2
TOTAL: Agree	80	74	80	84	81	83	80	77	79	81
TOTAL: Disagree	9	13	10	6	9	8	9	9	8	9
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537

Q.127 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Annex D – Supporting tables to Chapter 1

Table D.1 Which of the following do you think it is possible for energy customers to do:

	All	Social Grade				Age		
		AB	C1	C2	DE	16-34	35-64	65+
Percentage								
Switch Supplier	88	93	91	89	80	85	90	87
Change payment method	82	89	85	80	73	80	84	78
Change tariff with current supplier	80	87	83	78	70	79	82	75
None of these	5	2	4	4	8	5	4	6
Don't know	3	1	2	3	5	3	2	4
TOTAL: All	75	83	79	74	64	73	78	72
Unweighted base	6151	1184	1503	1152	2312	1372	2803	1976

Q.14 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table D.2 In the last 12 months, have you switched your electricity/gas supplier?

	All	Age			Social Grade				Internet status		Fixed term tariff	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular	No fixed term	Fixed term
Percentage												
Yes	14	17	15	10	17	15	12	10	8	16	10	19
No	86	83	85	90	83	85	88	90	92	84	90	81
Un-weighted base	6151	1372	2803	1976	1184	1503	1152	2312	1614	4537	3696	2455

Q.18 & Q.19 Base: All who have mains electricity at home and are responsible for it & Base: All who have mains gas at home and are responsible for it

Table D.3 Thinking of the last time you switched your gas supplier, how much do you agree or disagree with the statement:
I found it easy to decide which deal to switch to

	All	Age			Internet status	
		16-34	35-64	65+	Non regular	Regular user
Percentage						
Agree strongly	29	32	29	26	25	30
Tend to agree	44	43	44	44	44	44
Neither agree nor disagree	11	9	10	12	11	10
Tend to disagree	7	6	8	7	6	7
Disagree strongly	4	4	4	4	4	4
Don't know	5	6	4	6	8	4
TOTAL: Agree	73	76	73	71	70	74
TOTAL: Disagree	11	10	12	11	11	12
Unweighted base	3497	607	1803	1087	761	2736

Q.23 Base: All who have ever switched gas supplier

Table D.4 Thinking of the last time you switched your electricity supplier, how much do you agree or disagree with the statement:
I found it easy to decide which deal to switch to

	All	When last switched	
		In last 12 months	More than 12 months ago
Percentage			
Agree strongly	29	37	26
Tend to agree	44	45	44
Neither agree nor disagree	11	6	12
Tend to disagree	7	6	8
Disagree strongly	4	2	5
Don't know	5	4	6
TOTAL: Agree	73	81	70
TOTAL: Disagree	11	8	13
Unweighted base	3497	861	2636

Q.24 Base: All who have ever switched electricity supplier

Table D.5 Excluding complaints and giving routine meter readings, have you had any interaction with your own or another energy supplier in the last 12 months?

	All	Social Grade				Age			Internet status	
		AB	C1	C2	DE	16-34	35-64	65+	Non regular	Regular user
Percentage										
Yes – I contacted my current or previous energy supplier	11	11	12	8	9	10	10	11	6	12
Yes – I contacted another energy supplier	3	3	4	2	2	2	3	2	1	3
Yes – my current or previous energy supplier contacted me	3	5	3	3	2	2	4	3	2	4
Yes – another energy supplier contacted me	1	1	1	1	1	1	1	1	1	1
No	84	82	81	86	86	85	83	84	90	82
TOTAL - Consumer made contact with supplier	12	12	15	10	10	12	13	12	7	14
TOTAL – Supplier made contact with consumer	4	6	4	4	3	3	5	4	3	5
TOTAL – Any interaction with current/previous supplier	13	16	16	11	11	13	14	14	8	15
TOTAL – Any interaction with another supplier	4	4	4	3	3	3	4	3	2	4
Unweighted base	6151	1184	1503	1152	2312	1372	2803	1976	1614	4537

Q.82 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table D.6 What factors matter most to you when choosing your energy supplier or tariff? (interviewer multicoded)

Responses representing at least 2% of all consumers shown

	All	Social Grade				Age		
		AB	C1	C2	DE	16-34	35-64	65+
Percentage								
Tariff price	82	85	84	84	77	86	85	74
Customer Service	28	31	30	28	24	24	30	28
The reputation of the supplier	9	10	9	8	8	7	9	10
Having a fixed term tariff	5	7	6	4	5	4	6	5
A supplier I know	5	3	5	6	7	3	4	8
Having a green tariff	3	6	4	2	2	4	4	2
Having an online tariff	2	5	3	1	1	2	3	2
Prefer one of the 'Big 6' suppliers	2	1	1	1	2	1	1	2
Don't Know	5	3	3	4	9	5	3	7
Unweighted base	6151	1184	1503	1152	2312	1372	2803	1976

Q.122 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Annex E – Supporting tables to Chapter 2

Table E.1 Thinking about the range of different tariffs available to you from energy suppliers, would you say that you have:

	All	Tenure			Social Grade				Internet Usage		Fixed term tariff	
		Owner	Social rented	Private Rented	AB	C1	C2	DE	Non Regular	Regular	No fixed term	Fixed term
Percentage												
Too much choice	32	36	29	23	37	35	32	25	27	34	30	36
About the right amount of choice	45	44	45	50	45	45	46	46	46	45	45	45
or too little choice	14	12	16	19	11	14	14	19	13	14	15	13
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	8	7	10	9	7	6	8	10	14	6	10	5
Unweighted base	6151	3547	1309	1207	1184	1503	1152	2312	1614	4537	3696	2455

Q.73 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table E.2 How easy or difficult do you believe it is to compare different tariffs for electricity or gas?

	All	Internet usage		Age		
		Non regular	Regular	16-34	35-64	65+
		Percentage				
Very easy	8	4	10	13	9	4
Fairly easy	29	18	32	38	31	20
Neither easy nor difficult	19	27	17	21	17	22
Fairly difficult	23	22	23	16	23	27
Very difficult	16	21	15	7	17	22
Don't know	4	8	3	5	3	6
TOTAL: EASY	37	22	42	51	40	24
TOTAL: DIFFICULT	39	42	38	23	40	48
Unweighted base	6151	1614	4537	1372	2803	1976

Q.145 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table E.3 And would you say it is easier or harder to compare energy tariffs than a year ago?

	All	Internet usage		Age		
		Non regular	Regular	16-34	35-64	65+
		Percentage				
Easier	23	15	24	27	24	18
About the same as a year ago	63	64	62	58	64	63
Harder	7	9	7	6	6	8
Refused	0	0	0	0	0	0
Don't know	8	13	7	9	6	11
<i>Unweighted base</i>	<i>1953</i>	<i>280</i>	<i>1673</i>	<i>434</i>	<i>989</i>	<i>530</i>

Q.74 Base: All who have switched supplier, changed tariff, compared tariffs with other suppliers, or compared tariffs with their own supplier in the last year

Annex F – Supporting tables to Chapter 3

Table F.1 How familiar would you say you are with the range of different energy tariffs available to you from energy suppliers in general?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Completely	6	6	6	5	7	6	6	4
Fairly	33	33	36	27	34	35	33	28
Not very	34	37	34	32	37	35	33	32
Not at all	27	23	23	35	22	23	27	35
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	1	1	1	1	1	1
TOTAL: Familiar	38	39	42	32	41	41	39	32
TOTAL: Unfamiliar	61	61	58	67	58	58	60	67
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312

Q.86 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table F.2 All consumers - How familiar would you say you are with the range of different tariffs available to you from your current gas/electricity supplier?

	All	Age			Social Grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Completely	7	6	7	6	8	7	7	5
Fairly	33	32	36	30	35	36	35	28
Not very	33	37	33	31	37	34	32	31
Not at all	26	24	23	32	19	23	26	35
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	0	1	1	0	0	1
TOTAL: Familiar	40	38	43	36	43	43	42	33
TOTAL: Unfamiliar	59	61	56	63	56	57	58	66
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312

Q.87 & Q.88 Base: All who have mains gas/electricity at home and are responsible for it

Table F.3 Electricity Consumers - How familiar would you say you are with the range of different tariffs available to you from your current electricity supplier?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Completely	7	6	7	6	8	7	7	5
Fairly	33	32	36	30	35	35	34	27
Not very	33	37	33	31	36	34	32	31
Not at all	26	24	23	33	19	24	26	35
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	0	1	1	0	0	1
TOTAL: Familiar	40	38	43	36	43	42	41	33
TOTAL: Unfamiliar	60	61	56	64	56	58	58	66
Unweighted base	6130	1367	2794	1969	1180	1497	1149	2304

Q.88 Base: All who have mains electricity at home and are responsible for it

Table F.4 Gas consumers - How familiar would you say you are with the range of different tariffs available to you from your current gas supplier?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Completely	7	6	7	6	8	7	7	5
Fairly	34	32	36	30	35	37	35	28
Not very	33	37	33	31	37	33	32	31
Not at all	26	24	23	32	19	23	26	35
Refused	0	0	0	0	0	0	0	0
Don't know	1	0	0	1	1	0	0	1
TOTAL: Familiar	41	38	44	37	43	44	42	33
TOTAL: Unfamiliar	59	61	56	63	56	56	58	66
Unweighted base:	5552	1250	2560	1742	1101	1357	1046	2048

Q.87 Base: All who have mains gas at home and are responsible for it

Table F.5 All consumers - How familiar would you say you are with the features of your current gas/electricity tariff?

	All	Age			Social Grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Completely	9	7	9	9	11	10	8	7
Fairly	34	32	37	32	37	38	34	27
Not very	31	35	31	28	33	30	31	30
Not at all	25	25	23	30	19	22	26	35
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	0	1	1	0	0	1
TOTAL: Familiar	43	39	46	41	48	47	43	34
TOTAL: Unfamiliar	56	60	54	58	51	52	57	65
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312

Q.89 & Q.90 Base: All who have mains gas/electricity at home and are responsible for it

Table F.6 Electricity consumers - How familiar would you say you are with the features of your current electricity tariff?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Completely	9	7	9	9	11	10	8	7
Fairly	34	32	36	32	37	37	35	27
Not very	31	35	31	28	33	31	30	30
Not at all	25	24	23	30	19	22	26	35
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	0	1	0	0	0	1
TOTAL: Familiar	43	39	46	41	39	46	41	48
TOTAL: Unfamiliar	56	60	54	58	60	54	58	51
Unweighted base:	6130	1367	2794	1969	1180	1497	1149	2304

Q.90 Base: All who have mains electricity at home and are responsible for it

Table F.7 Gas consumers - How familiar would you say you are with the features of your current gas tariff?

	All	Age			Social Grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Completely	9	7	9	9	10	9	9	6
Fairly	35	32	37	31	37	39	34	27
Not very	31	35	31	29	33	30	31	31
Not at all	25	25	23	30	19	22	27	35
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	0	1	1	0	0	1
TOTAL: Familiar	43	40	46	40	48	48	42	34
TOTAL: Unfamiliar	56	60	54	59	52	52	57	65
Unweighted base:	5552	1250	2560	1742	1101	1357	1046	2048

Q.89 Base: All who have mains gas at home and are responsible for it

Table F.8 Do you recall receiving any of the following from your gas or electricity supplier?
An annual summary or review

	All	Country			Social Grade				Internet Usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Yes	55	56	46	58	63	57	56	45	47	58
No	32	32	39	30	24	31	32	41	37	31
Refused	0	0	0	0	0	0	0	1	0	0
Don't know	12	12	15	12	12	11	12	13	15	11
Unweighted base	6151	5234	322	595	1184	1503	1152	2312	1614	4537

Q94 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table F.9 Thinking about when you last received an annual summary, in how much detail did you look at it?

	All	Country			Social Grade				Internet Usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Read it in detail	42	42	38	43	48	41	39	37	37	43
Glanced over it or skim read it	48	49	47	48	45	50	50	50	49	48
Only saw what it was, but did not read it	10	10	15	9	7	9	11	13	13	9
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0
Unweighted base	3286	2809	146	331	756	856	632	1042	737	2549

Q.95 Base: All who have received an annual energy summary in the past 12 months

Table F.10 And how clearly or unclearly do you think the information was presented to you in the annual summary?

	All	Country			Social Grade				Internet usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non regular	Regular
Percentage										
Very clearly	18	18	23	17	18	19	16	17	16	18
Quite clearly	55	56	54	52	56	55	55	54	54	56
Neither clearly nor unclearly	14	14	11	15	14	13	15	14	15	14
Quite unclearly	9	9	9	10	9	9	11	9	10	9
Very unclearly	3	3	1	6	2	3	3	5	5	3
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	1	0	1	0	0	1	0	0
TOTAL: Clearly	73	73	77	69	74	75	72	71	70	74
TOTAL: Unclearly	12	12	10	16	11	12	14	14	15	12
Unweighted base	2941	2518	124	299	707	773	558	903	639	2302

Q.96 Base: All who read/glanced at annual energy summary

Table F.11 And how easy or difficult did you find it to understand the information in the annual summary?

	All	Country			Social Grade				Internet usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non regular	Regular
Percentage										
Very easy	16	16	17	17	17	18	14	15	12	17
Quite easy	51	52	54	45	55	51	50	48	52	51
Neither easy nor difficult	15	15	16	16	13	16	17	16	16	15
Quite Difficult	13	13	11	13	12	11	15	15	14	13
Very Difficult	4	4	2	9	3	4	4	6	6	4
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	1	0	0
TOTAL: Easy	67	68	70	61	72	69	64	63	64	68
TOTAL: Difficult	17	16	14	22	15	15	19	20	19	16
Unweighted base	2941	2518	124	299	707	773	558	903	639	2302

Q.97 Base: All who read/glanced at annual energy summary

Table F.12 Did you take any of the following action as a result of receiving the annual summary? -Checked what current energy spend is

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	34	33	34	35	38	35	33	29	29	35
No	64	66	64	64	60	64	67	69	68	63
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	2	1	1	1	2	3	1
Unweighted base	2941	546	1448	947	707	773	558	903	639	2302

Q98 Base: All who read/glanced at annual energy summary

Table F.13 Did you take any of the following action as a result of receiving the annual summary? - Looked into switching tariffs with current supplier

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	17	15	20	14	23	18	15	9	7	20
No	81	84	79	85	75	80	84	89	90	79
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	1	1	1	1	1	3	1
Unweighted base	2941	546	1448	947	707	773	558	903	639	2302

Q98 Base: All who read/glanced at annual energy summary

Table F.14 Did you take any of the following action as a result of receiving the annual summary? - Looked into switching supplier

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	15	15	18	11	20	17	14	8	6	18
No	83	85	80	88	79	82	85	89	91	81
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	1	1	1	1	2	3	1
Unweighted base	2941	546	1448	947	707	773	558	903	639	2302

Q98 Base: All who read/glanced at annual energy summary

Table F.15 Did you take any of the following action as a result of receiving the annual summary? - Thought about switching tariffs and/or supplier but have not started looking yet

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	6	6	6	5	6	5	8	4	3	6
No	92	93	92	92	92	93	90	93	93	92
Refused	0	0	1	0	0	0	0	0	0	0
Don't know	2	1	2	2	2	2	2	2	4	2
Unweighted base	2941	546	1448	947	707	773	558	903	639	2302

Q98 Base: All who read/glanced at annual energy summary

Table F.16 Do you recall receiving any of the following from your gas or electricity supplier? - at least one bill or direct debit/prepayment statement

	All	Country			Social Grade				Internet usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	69	70	63	68	77	74	68	56	65	70
No	23	22	28	26	15	19	23	35	25	22
Refused	0	0	0	0	0	0	0	1	0	0
Don't know	7	8	9	6	7	6	8	8	10	7
Unweighted base	6151	5234	322	595	1184	1503	1152	2312	1614	4537

Q94 At least one bill or direct debit/prepayment statement

Table F.17 Thinking about when you last received a bill or direct debit/prepayment statement, in how much detail did you look at it?

	All	Country			Social Grade				Internet Usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Read it in detail	42	42	35	43	43	43	38	39	40	42
Glanced over it or skim read it	48	48	53	46	49	45	52	49	48	48
Only saw what it was, but did not read it	10	10	12	11	8	11	10	11	12	9
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0
Unweighted base	4100	3501	198	401	919	1118	774	1289	1024	3076

Q.99 Base: All who have received a price increase notification letter in the past 12 months

Table F.18 And how clearly or unclearly do you think the information was presented to you in the bill or direct debit/prepayment statement?

	All	Country			Social Grade				Internet usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non regular	Regular
Percentage										
Very clearly	18	18	21	17	17	19	17	19	16	18
Quite clearly	57	58	55	51	59	57	57	54	55	57
Neither clearly nor unclearly	13	13	16	12	13	12	15	13	12	13
Quite unclearly	9	9	6	12	8	9	9	11	12	8
Very unclearly	3	2	1	8	2	3	2	4	4	2
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0
TOTAL: Clearly	75	76	76	68	76	76	74	72	71	76
TOTAL: Unclearly	12	11	7	19	11	12	11	14	16	11
Unweighted base	3670	3136	176	358	847	989	689	1145	897	2773

Q.100 Base: All who read/glanced at bill or direct debit payment statement

Table F.19 And how easy or difficult did you find it to understand the information in the bill or direct debit/prepayment statement?

	All	Country			Social Grade				Internet usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non regular	Regular
Percentage										
Very easy	18	18	20	17	18	19	16	18	14	19
Quite easy	52	53	51	47	55	53	52	48	50	53
Neither easy nor difficult	14	14	18	11	13	12	15	15	14	14
Quite Difficult	13	12	10	16	12	12	13	14	15	12
Very Difficult	3	3	1	9	3	3	4	5	6	3
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0
TOTAL: Easy	70	71	71	64	73	73	68	65	65	72
TOTAL: Difficult	16	15	11	25	14	15	17	19	21	15
Unweighted base	3670	3136	176	358	847	989	689	1145	897	2773

Q101 Base: All who read/glanced at bill or direct debit payment statement

Table F.20 Did you take any of the following action as a result of receiving the bill or direct debit/prepayment statement - Checked what current energy spend is

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	30	28	30	30	31	32	29	24	24	31
No	69	70	69	68	68	67	70	74	73	68
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	2	1	1	1	2	2	1
Unweighted base	3670	701	1710	1259	847	989	689	1145	897	2773

Q102 Base: All who read/glanced at bill or direct debit payment statement

Table F.21 Did you take any of the following action as a result of receiving the bill or direct debit/prepayment statement? - Looked into switching tariffs with current supplier

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	13	11	15	11	15	15	12	8	6	15
No	85	87	84	87	83	83	87	90	92	84
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	2	1	1	1	2	2	1
Unweighted base	3670	701	1710	1259	847	989	689	1145	897	2773

Q102 Base: All who read/glanced at bill or direct debit payment statement

Table F.22 Did you take any of the following action as a result of receiving the bill or direct debit/prepayment statement? - Looked into switching supplier

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	11	11	14	8	14	13	10	7	4	13
No	87	88	85	90	85	86	89	91	94	86
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	2	1	1	1	1	2	1
Unweighted base	3670	701	1710	1259	847	989	689	1145	897	2773

Q102 Base: All who read/glanced at bill or direct debit payment statement

Table F.23 Did you take any of the following action as a result of receiving the bill or direct debit/prepayment statement? - Thought about switching tariffs and/or supplier but have not started looking yet

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	5	6	5	3	5	5	5	4	2	5
No	93	92	93	95	93	93	93	94	95	93
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	2	2	2	2	2	2	2	2	4	2
Unweighted base	3670	701	1710	1259	847	989	689	1145	897	2773

Q102 Base: All who read/glanced at bill or direct debit payment statement

Table F.24 Do you recall receiving any of the following from your gas or electricity supplier?
A price increase notification letter

	All	Country			Social Grade			
		England	Wales	Scotland	AB	C1	C2	DE
Percentage								
Yes	48	47	42	54	52	50	48	40
No	40	40	40	35	35	38	39	47
Refused	1	1	0	0	0	1	0	1
Don't know	12	12	17	12	12	12	13	12
Unweighted base	6151	5234	322	595	1184	1503	1152	2312

Q94 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table F.25 Thinking about when you last received a price increase notification, in how much detail did you look at it?

	All	Country			Social Grade			
		England	Wales	Scotland	AB	C1	C2	DE
Percentage								
Read it in detail	42	42	31	41	46	44	37	38
Glanced over it or skim read it	47	47	56	45	44	46	51	49
Only saw what it was, but did not read it	10	10	13	14	9	9	11	12
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	1	0	0	1	1	1
Unweighted base	2851	2400	141	310	622	743	546	940

Q.103 Base: All who have received a price increase notification letter in the past 12 months

Table F.26 And how clearly or unclearly do you think the information was presented to you in the price increase notification?

	All	Country			Social Grade			
		England	Wales	Scotland	AB	C1	C2	DE
Percentage								
Very clearly	17	17	9	16	16	18	15	17
Quite clearly	56	57	59	53	61	55	56	53
Neither clearly nor unclearly	15	15	20	9	13	15	16	17
Quite unclearly	9	8	11	13	8	9	9	11
Very unclearly	3	2	1	9	2	3	4	2
Refused	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0
TOTAL: Clearly	73	74	68	69	77	73	71	70
TOTAL: Unclearly	12	10	11	22	10	12	12	13
Unweighted base	2528	2141	122	265	565	667	477	819

Q.104 Base: All who read/glanced at the price increase notification letter

Table F.27 And how easy or difficult did you find it to understand the information in the price increase notice?

	All	Country			Social Grade				Internet usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non regular	Regular
Percentage										
Very easy	16	17	10	16	16	18	16	15	15	17
Quite easy	53	53	54	54	60	52	50	49	52	54
Neither easy nor difficult	16	16	19	9	12	17	16	17	15	16
Quite Difficult	11	10	14	11	9	9	13	13	12	10
Very Difficult	4	3	3	11	2	3	5	5	6	3
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0
TOTAL: Easy	70	70	64	69	76	70	67	65	67	70
TOTAL: Difficult	14	13	17	21	12	12	18	18	17	14
Un-weighted base	2528	2141	122	265	565	667	477	819	579	1949

Q.105 Base: All who read/glanced at the price increase notification letter

Table F.28 Did you take any of the following action as a result of receiving the price increase notice? - Checked what current energy spend is

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	32	30	33	32	38	32	29	28	23	34
No	66	68	66	66	60	66	69	70	75	64
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	2	1	1	1	2	2	1
Unweighted base	2528	487	1247	794	565	667	477	819	579	1949

Q106 Base: All who read/glanced at the price increase notification letter

Table F.29 Did you take any of the following action as a result of receiving the price increase notice? - Looked into switching tariffs with current supplier

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	19	15	22	14	23	21	18	11	8	22
No	79	83	76	83	75	77	81	87	90	77
Refused	0	0	0	0	1	0	0	0	0	0
Don't know	1	1	1	2	1	1	1	2	2	1
Unweighted base	2528	487	1247	794	565	667	477	819	579	1949

Q106 Base: All who read/glanced at the price increase notification letter

Table F.30 Did you take any of the following action as a result of receiving the price increase notice? - Looked into switching supplier

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	17	16	20	12	22	19	16	10	5	20
No	81	82	78	86	77	80	82	89	93	78
Refused	0	0	0	0	1	0	0	0	0	0
Don't know	1	1	1	2	1	1	2	2	2	1
Unweighted base	2528	487	1247	794	565	667	477	819	579	1949

Q106 Base: All who read/glanced at the price increase notification letter

Table F.31 Did you take any of the following action as a result of receiving the price increase notice? - Thought about switching tariffs and/or supplier but have not started looking yet

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	6	8	6	4	7	6	5	5	3	7
No	91	90	91	93	90	91	92	93	95	91
Refused	1	0	1	0	1	0	1	0	0	1
Don't know	2	2	2	3	2	2	3	2	2	2
Unweighted base	2528	487	1247	794	565	667	477	819	579	1949

Q106 Base: All who read/glanced at the price increase notification letter

Table F.32 Do you recall receiving any of the following from your gas or electricity supplier?

A letter informing you your fixed term tariff is coming to an end

	All	Country			Social Grade			
		England	Wales	Scotland	AB	C1	C2	DE
	Percentage							
Yes	20	19	16	27	26	19	20	14
No	69	70	72	60	64	70	68	73
Refused	1	1	0	0	0	0	0	1
Don't Know	11	11	12	13	9	11	12	12
Unweighted base	6151	5234	322	595	1184	1503	1152	2312

Q94 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table F.33 Thinking about when you last received an end of fixed term letter, in how much detail did you look at it?

	All	Country			Social Grade			
		England	Wales	Scotland	AB	C1	C2	DE
Percentage								
Read it in detail	51	50	52	57	55	53	44	49
Glanced over it or skim read it	40	41	36	35	37	39	49	39
Only saw what it was, but did not read it	8	8	11	8	8	8	6	11
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	1	0	0	0	1	2
Unweighted base	1140	936	53	151	310	279	220	331

Q.107 Base: All who have received a letter informing them their fixed term tariff is coming to an end, in the past 12 months

Table F.34 And how clearly or unclearly do you think the information was presented to you in the end of fixed term letter?

	All	Country			Social Grade			
		England	Wales	Scotland	AB	C1	C2	DE
Percentage								
Very clearly	23	24	20	20	22	27	20	22
Quite clearly	54	55	58	49	56	53	56	52
Neither clearly nor unclearly	13	12	14	15	13	11	14	14
Quite unclearly	7	7	7	8	6	7	6	9
Very unclearly	2	2	0	8	3	1	4	2
Refused	0	0	0	0	0	0	0	0
Don't know	1	1	0	0	0	1	1	0
TOTAL: Clearly	77	79	78	69	78	80	75	75
TOTAL: Unclearly	9	8	7	17	9	8	10	11
Unweighted base	1029	845	46	138	283	256	201	289

Q.108 Base: All who read/glanced at the letter informing them their fixed term tariff is coming to an end

Table F.35 And how easy or difficult did you find it to understand the information in the end of fixed term letter?

	All	Country			Social Grade				Internet usage	
		England	Wales	Scotland	AB	C1	C2	DE	Non regular	Regular
Percentage										
Very easy	22	23	25	20	21	26	20	22	16	24
Quite easy	52	53	53	45	54	52	48	50	57	51
Neither easy nor difficult	14	14	14	15	13	11	16	16	14	14
Quite Difficult	9	8	7	13	8	7	12	10	8	9
Very Difficult	2	2	0	7	3	2	3	2	4	2
Refused	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	0	0	0	1	0	0	1	1
TOTAL: Easy	74	76	78	65	76	78	69	72	73	74
TOTAL: Difficult	11	10	7	21	11	9	15	12	12	11
Un-weighted base	1029	845	46	138	283	256	201	289	235	794

Q.109 Base: All who read/glanced at the letter informing them their fixed term tariff is coming to an end

Table F.36 Did you take any of the following action as a result of receiving the end of fixed term letter? - Checked what current energy spend is

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	43	48	42	43	46	44	40	39	35	45
No	55	51	56	55	53	54	58	59	64	53
Refused	0	0	1	0	0	0	0	0	0	1
Don't know	1	1	1	2	1	2	2	1	2	1
Unweighted base	1029	141	515	373	283	256	201	289	235	794

Q110 Base: All who read/glanced at the letter informing them their fixed term tariff is coming to an end

Table F.37 Did you take any of the following action as a result of receiving the end of fixed term letter? - Looked into switching tariffs with current supplier

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	34	34	36	30	41	35	31	22	13	39
No	64	64	62	68	58	62	67	76	85	59
Refused	1	0	1	0	0	1	0	0	0	1
Don't know	1	1	1	2	1	2	2	1	2	1
Unweighted base	1029	141	515	373	283	256	201	289	235	794

Q110 Base: All who read/glanced at the letter informing them their fixed term tariff is coming to an end

Table F.38 Did you take any of the following action as a result of receiving the end of fixed term letter? - Looked into switching supplier

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	23	22	27	16	29	22	21	14	9	26
No	75	77	71	82	70	75	77	85	89	72
Refused	0	0	1	0	0	1	0	0	0	1
Don't know	2	1	2	2	1	2	2	2	2	1
Unweighted base	1029	141	515	373	283	256	201	289	235	794

Q110 Base: All who read/glanced at the letter informing them their fixed term tariff is coming to an end

Table F.39 Did you take any of the following action as a result of receiving the end of fixed term letter? - Thought about switching tariffs and/or supplier but have not started looking yet)

	All	Age			Social Grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non regular	Regular
Percentage										
Yes	5	6	6	5	6	5	5	6	3	6
No	91	92	90	93	91	90	91	92	92	91
Refused	1	0	1	0	1	1	0	0	1	1
Don't know	3	2	4	2	2	4	3	2	3	3
Unweighted base	1029	141	515	373	283	256	201	289	235	794

Q110 Base: All who read/glanced at the letter informing them their fixed term tariff is coming to an end

Table F.40 Do you recall seeing a message on your annual summary about savings you could make by changing tariff or payment method with your current supplier?

	All
Percentage	
Yes	32
No	67
Refused	0
Don't know	1
Unweighted base	2941

Q.141 Base: All who read/glanced at annual energy summary

Table F.41 All consumers: When you last compared gas / energy tariffs or suppliers did you also look for information about your existing tariff or energy use?

	All	Age			Social Grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Yes, I just found out more about my existing tariff	24	24	25	21	27	21	28	20
Yes, I just found out more about my existing energy use	7	7	7	5	7	7	6	5
Yes, I found out more about both my tariff and energy use	28	23	32	25	31	35	22	16
No, neither	39	46	35	47	34	35	42	57
Refused								
Don't know	1	1	1	1	1	1	1	1
Unweighted base	2000	440	1006	554	537	570	369	524

Q.47 & Q.54 Base: All who have switched gas/electricity supplier, changed tariff, compared tariff with other suppliers or checked tariff with current supplier in last 12 months

Table F.42 When you last compared electricity tariffs or energy suppliers did you look for information about your existing tariff or energy use?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Yes, I just found out more about my existing tariff	25	24	26	21	27	22	28	21
Yes, I just found out more about my existing energy use	7	7	7	5	7	7	7	5
Yes, I found out more about both my tariff and energy use	28	22	31	26	30	36	21	17
No, neither	39	46	33	45	33	33	43	56
Refused	0	0	0	0	0	0	0	0
Don't know	2	1	2	2	2	2	1	1
Unweighted base	1846	405	939	502	499	529	339	479

Q.54 Base: All who have switched electricity supplier, changed tariff, compared tariff with other suppliers or checked tariff with current supplier in the last 12 months

Table F.43 When you last compared gas tariffs or suppliers did you also look for information about your existing tariff or energy use?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Yes, I just found out more about my existing tariff	23	23	24	21	26	20	27	19
Yes, I just found out more about my existing energy use	6	6	7	5	6	8	6	5
Yes, I found out more about both my tariff and energy use	28	24	32	24	31	34	24	16
No, neither	41	46	36	48	35	37	42	58
Refused	0	0	0	0	0	0	0	0
Don't know	2	1	1	2	1	1	1	2
Unweighted base	1720	387	875	458	477	495	309	439

Q.47 Base: All who have switched gas supplier, changed tariff, compared tariff with other suppliers or checked tariff with current supplier in last 12 months

Table F.44 All consumers: And how did you find out more about your existing tariff or energy use?

	All	Age			Social Grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Looked at my account details online	42	40	46	33	44	45	42	28
Looked at bill/direct debit statement	29	29	29	29	30	30	29	23
Looked at annual statement	16	17	16	17	15	17	14	21
Rang my supplier	24	29	22	29	23	24	25	30
Unweighted base	1153	229	636	288	351	365	204	233

Q.48 & Q.55 Base: All who looked for information about existing gas/electricity tariff or energy use

Table F.45 Electricity consumers: And how did you find out more about your existing tariff or energy use?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Looked at my account details online	42	40	45	35	43	45	42	27
Looked at my bill or direct debit/ prepayment statement	29	27	30	28	31	30	26	23
Rang my supplier	26	30	23	30	23	26	26	34
Looked at my annual summary or review	16	18	15	16	14	16	16	20
Unweighted base	1048	206	588	254	322	342	182	202

Q.55 Base: All who looked for information about existing electricity tariff or energy use

Table F.46 Gas consumers: And how did you find out more about your existing tariff or energy use?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Looked at my account details online	43	41	48	31	46	45	42	29
Looked at my bill or direct debit/ prepayment statement	29	30	28	30	28	30	32	24
Rang my supplier	23	29	21	27	23	23	23	26
Looked at my annual summary or review	17	16	17	18	15	19	13	22
Unweighted base	952	197	535	220	302	304	168	178

Q.48 Base: All who looked for information about existing gas tariff or energy use

Table F.47 All consumers: And thinking about the information that you wanted about your existing gas/electricity tariff or energy use. How easy or difficult was it: to find the information that you wanted?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Very easy	29	33	29	25	24	29	38	28
Quite easy	49	51	48	51	51	51	40	52
Neither easy nor difficult	8	7	8	10	9	8	8	5
Quite difficult	10	6	11	10	11	9	9	11
Very difficult	3	2	4	3	4	3	3	3
Refused	0	0	0	0	0	0	0	0
Don't know	1	0	1	1	1	1	0	1
TOTAL: Easy	85	85	77	76	75	80	79	80
TOTAL: Difficult	13	6	15	13	15	12	13	14
Unweighted base	1153	229	636	288	351	365	204	233

Q.49 & Q.140 Base: All who looked for information about existing gas/electricity tariff or energy use

Table F.48 All consumers - And thinking about the information that you wanted about your existing gas/electricity tariff or energy use. How easy or difficult was it: to understand the information that you found?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Very easy	26	31	25	24	22	26	35	24
Quite easy	44	43	44	44	43	47	36	48
Neither easy nor difficult	10	8	9	13	11	8	12	8
Quite difficult	15	14	16	14	19	14	11	14
Very difficult	5	5	5	5	5	4	6	5
Refused	0	0	0	0	0	0	0	0
Don't know	0	0	1	0	0	1	0	1
TOTAL: Easy	70	73	70	68	65	73	71	73
TOTAL: Difficult	25	22	25	27	30	23	23	21
Unweighted base	1153	229	636	288	351	365	204	233

Q.49 & Q.140 Base: All who looked for information about existing gas/electricity tariff or energy use

Table F.49 Electricity consumers - And thinking about the information that you wanted about your existing electricity tariff or energy use. How easy or difficult was it: to find the information that you wanted?

	All	Age			Social Grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Very easy	29	32	30	26	24	30	39	29
Quite easy	49	53	48	50	52	50	41	52
Neither easy nor difficult	8	7	7	11	8	9	8	4
Quite difficult	10	5	11	9	11	8	10	11
Very difficult	3	3	3	3	4	3	3	2
Refused	0	0	0	0	0	0	0	0
Don't know	1	0	1	1	1	1	0	1
TOTAL: Easy	79	85	78	75	76	79	79	81
TOTAL: Difficult	13	8	14	12	15	11	12	13
Unweighted base	1048	206	588	254	322	342	182	202

Q.140 Base: All who looked for information about existing electricity tariff or energy use

Table F.50 Electricity consumers - And thinking about the information that you wanted about your existing electricity tariff or energy use. How easy or difficult was it: to understand the information that you found?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Very easy	27	30	27	25	23	27	35	26
Quite easy	44	43	44	43	44	45	37	48
Neither easy nor difficult	9	9	8	13	10	9	11	7
Quite difficult	15	12	16	13	18	14	11	13
Very difficult	5	6	4	5	5	4	5	5
Refused	0	0	0	0	0	0	0	0
Don't know	0	0	1	0	0	1	0	1
TOTAL: Easy	71	73	71	69	67	73	72	74
TOTAL: Difficult	19	18	20	18	23	18	16	18
Unweighted base	1048	206	588	254	322	342	182	202

Q.140 Base: All who looked for information about existing electricity tariff or energy use

Table F.51 Gas consumers - And thinking about the information that you wanted about your existing gas tariff or energy use. How easy or difficult was it: to find the information that you wanted?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
Very easy	28	35	28	24	24	28	38	26
Quite easy	49	49	48	52	50	52	40	53
Neither easy nor difficult	8	7	8	9	11	6	9	6
Quite difficult	10	7	11	11	11	10	9	12
Very difficult	3	2	4	3	4	3	4	3
Refused	0	0	0	0	0	0	0	0
Don't know	1	0	1	0	0	1	0	1
TOTAL: Easy	77	84	76	76	74	80	78	79
TOTAL: Difficult	14	9	15	14	15	13	13	15
Unweighted base	952	197	535	220	302	304	168	178

Q.49 Base: All who looked for information about existing gas tariff or energy use

Table F.52 Gas consumers - And thinking about the information that you wanted about your existing gas tariff or energy use. How easy or difficult was it: to understand the information that you found?

	All	Age			Social Grade			
		16-34	35-64	65+	AB	C1	C2	DE
		Percentage						
Very easy	25	31	24	23	21	25	34	23
Quite easy	43	42	44	44	42	48	35	48
Neither easy nor difficult	10	7	10	12	12	7	12	9
Quite difficult	16	16	16	16	20	15	12	15
Very difficult	5	4	5	5	5	4	7	5
Refused	0	0	0	0	0	0	0	0
Don't know	0	0	1	0	0	1	0	1
TOTAL: Easy	69	73	68	67	62	73	69	71
TOTAL: Difficult	21	20	21	21	25	18	18	19
Unweighted base	952	197	535	220	302	304	168	178

Q.49 Base: All who looked for information about existing gas tariff or energy use

Annex G – Supporting tables to Chapter 4

Table G.1 Dual fuel consumers - How satisfied or dissatisfied are you with the overall service you receive from your current energy supplier?

	All	Age			Country		
		16-34	35-64	65+	England	Scotland	Wales
Percentage							
Very satisfied	20	18	19	22	19	24	28
Satisfied	54	52	52	61	55	52	53
Neither satisfied nor dissatisfied	19	20	21	13	19	15	15
Dissatisfied	5	7	7	6	5	7	3
Very dissatisfied	2	2	3	2	2	2	1
TOTAL: Satisfied	74	70	71	83	73	76	81
TOTAL: Dissatisfied	7	9	8	4	7	10	4
Unweighted base	4760	1054	2223	1483	4096	234	430

Q.67 Base: All who have gas and electricity and they have the same gas and electricity supplier

Table G.2 Electricity only/separate electricity only consumers - How satisfied or dissatisfied are you with the overall service you receive from your current electricity supplier?

	All	Age			Country		
		16-34	35-64	65+	England	Scotland	Wales
Percentage							
Very satisfied	20	13	17	29	18	25	35
Satisfied	51	57	47	52	53	39	43
Neither satisfied nor dissatisfied	21	24	26	14	21	26	17
Dissatisfied	5	3	7	4	6	5	2
Very dissatisfied	2	3	3	1	2	4	1
TOTAL: Satisfied	71	70	64	81	71	64	79
TOTAL: Dissatisfied	8	6	11	5	8	10	3
Unweighted base	1119	244	469	406	914	125	80

Q.63 Base: All who have electricity only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table G.3 Gas only/separate gas supplier consumers - How satisfied or dissatisfied are you with the overall service you receive from your current gas supplier?

	All	Age		
		16-34	35-64	65+
Percentage				
Very satisfied	17	10	12	28
Satisfied	51	58	46	52
Neither satisfied nor dissatisfied	23	21	31	14
Dissatisfied	6	6	7	6
Very dissatisfied	3	3	4	0
TOTAL: Satisfied	67	68	58	80
TOTAL: Dissatisfied	9	10	11	6
Unweighted base	541	127	235	179

Q.59 Base: All who have gas only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table G.4 Dual fuel consumers - To what extent do you trust or distrust your energy supplier to ...treat you fairly in their dealings with you?

	All	Age			Social grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	16	17	13	20	11	14	17	21	23	14
Tend to trust	47	47	45	52	46	48	46	49	52	46
Neither trust nor distrust	21	20	24	15	25	23	19	15	12	23
Tend to distrust	10	9	12	8	13	10	12	7	7	11
Strongly distrust	4	5	5	3	4	4	5	5	3	4
TOTAL: Trust	63	63	58	71	57	62	63	70	75	60
TOTAL: Distrust	14	14	16	11	17	13	16	12	10	15
Unweighted base	4760	1054	2223	1483	968	1174	889	1729	1165	3595

Q.68 Base: All who have gas and electricity and they have the same gas and electricity supplier

Table G.5 Electricity only/separate electricity only consumers - To what extent do you trust or distrust your electricity supplier to ...treat you fairly in their dealings with you?

	All	Age			Social grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	19	14	15	28	13	20	17	24	30	15
Tend to trust	43	48	39	47	40	43	47	43	48	42
Neither trust nor distrust	21	19	27	13	27	21	20	16	9	25
Tend to distrust	9	8	10	8	12	8	9	8	6	10
Strongly distrust	5	6	6	2	6	5	5	3	2	6
TOTAL: Trust	63	62	54	75	53	63	64	68	78	57
TOTAL: Distrust	14	14	16	11	17	13	14	12	8	16
Unweighted base	1119	244	469	406	173	261	216	469	361	758

Q.64 Base: All who have electricity only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table G.6 Gas only/separate gas supplier consumers - To what extent do you trust or distrust your gas supplier to ...treat you fairly in their dealings with you?

	All	Age			Social grade				Internet usage	
		16- 34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	17	16	11	27	12	16	16	22	29	12
Tend to trust	40	39	37	43	32	45	42	38	46	37
Neither trust nor distrust	24	26	28	17	35	22	21	18	9	29
Tend to distrust	11	7	12	11	14	7	12	12	9	12
Strongly distrust	6	9	9	2	6	8	7	5	3	8
TOTAL: Trust	56	55	48	69	44	62	57	60	75	50
TOTAL: Distrust	17	15	21	13	20	15	18	17	11	20
Unweighted base	541	127	235	179	94	121	113	213	166	375

Q.60 Base: All who have gas only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table G.7 Dual fuel consumers - To what extent do you trust or distrust your energy supplier to ... provide clear and helpful information for you?

	All	Age			Social grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	17	17	15	21	14	16	17	22	24	15
Tend to trust	48	45	47	53	48	49	47	47	51	47
Neither trust nor distrust	18	19	21	13	21	19	17	14	11	20
Tend to distrust	10	11	11	8	12	11	10	8	7	11
Strongly distrust	4	5	5	3	4	4	5	5	4	5
TOTAL: Trust	65	63	62	74	63	65	64	69	75	63
TOTAL: Distrust	15	15	16	10	16	14	15	13	11	16
Unweighted base	4760	1054	2223	1483	968	1174	889	1729	1165	3595

Q.68 Base: All who have gas and electricity and they have the same gas and electricity supplier

Table G.8 Electricity only/separate electricity only consumers - To what extent do you trust or distrust your electricity supplier to ... provide clear and helpful information for you?

	All	Age			Social grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	19	14	15	27	13	19	17	24	29	15
Tend to trust	45	47	42	48	45	45	47	44	49	44
Neither trust nor distrust	18	18	23	11	20	19	20	15	11	21
Tend to distrust	10	10	11	8	12	9	9	10	6	11
Strongly distrust	6	7	7	3	8	6	5	4	2	7
TOTAL: Trust	64	61	57	76	58	64	64	68	78	59
TOTAL: Distrust	16	17	18	11	20	16	14	13	8	18
Unweighted base	1119	244	469	406	173	261	216	469	361	758

Q.64 Base: All who have electricity only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table G.9 Gas only/separate gas supplier consumers - To what extent do you trust or distrust your gas supplier to ... provide clear and helpful information for you?

	All	Age			Social grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	18	18	12	28	15	18	17	22	27	15
Tend to trust	39	38	36	43	28	42	42	42	46	36
Neither trust nor distrust	21	19	26	16	36	17	20	15	12	25
Tend to distrust	12	13	15	9	16	11	11	12	9	14
Strongly distrust	7	8	9	2	6	10	6	5	1	9
TOTAL: Trust	57	57	48	71	43	60	59	64	73	51
TOTAL: Distrust	19	21	24	11	21	20	17	17	11	22
Unweighted base	541	127	235	179	94	121	113	213	166	375

Q.60 Base: All who have gas only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table G.10 Dual fuel consumers - To what extent do you trust or distrust your energy supplier to ... charge you a fair price for your gas and electricity?

	All	Age			Social grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	14	14	12	18	10	12	15	18	21	12
Tend to trust	38	38	34	45	36	36	38	42	45	36
Neither trust nor distrust	22	24	24	16	26	23	21	17	13	24
Tend to distrust	15	12	18	11	18	17	14	11	10	17
Strongly distrust	8	9	10	6	8	8	9	8	7	9
TOTAL: Trust	52	52	46	63	46	49	53	60	66	48
TOTAL: Distrust	24	21	28	17	26	26	23	19	17	25
Unweighted base	4760	1054	2223	1483	968	1174	889	1729	1165	3595

Q.68 Base: All who have gas and electricity and they have the same gas and electricity supplier

Table G.11 Electricity only/separate electricity only consumers - To what extent do you trust or distrust your electricity supplier to ... charge you a fair price for your electricity?

	All	Age			Social grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	15	12	12	21	10	14	13	21	25	12
Tend to trust	38	40	34	43	32	41	38	40	43	36
Neither trust nor distrust	22	23	26	16	27	23	22	17	14	25
Tend to distrust	13	12	16	10	20	11	14	12	9	15
Strongly distrust	8	8	9	5	7	9	8	6	4	9
TOTAL: Trust	53	52	46	64	42	55	51	61	68	48
TOTAL: Distrust	21	21	26	15	27	20	22	18	13	24
Unweighted base	1119	244	469	406	173	261	216	469	361	758

Q.64 Base: All who have electricity only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table G.12 Gas only/separate gas supplier consumers - To what extent do you trust or distrust your gas supplier to ... charge you a fair price for your gas?

	All	Age			Social grade				Internet usage	
		16-34	35-64	65+	AB	C1	C2	DE	Non Regular	Regular
Percentage										
Completely trust	14	15	9	20	11	13	13	18	22	11
Tend to trust	31	33	28	34	17	40	29	36	38	29
Neither trust nor distrust	22	22	25	18	37	19	20	15	13	25
Tend to distrust	19	12	23	19	25	16	21	17	18	20
Strongly distrust	11	13	14	7	11	12	14	9	6	13
TOTAL: Trust	45	48	38	54	27	53	42	54	60	40
TOTAL: Distrust	31	26	36	26	36	28	35	26	24	33
Unweighted base	541	127	235	179	94	121	113	213	166	375

Q.60 Base: All who have gas only, or if gas and electricity, gas supplier is not the same as electricity supplier

Table G.13 In the last 12 months, have you received a letter or leaflet from your energy supplier about their requirements to treat customers fairly?

	All	Social grade			
		AB	C1	C2	DE
Percentage					
Yes	33	39	33	33	26
No	59	49	59	59	68
Don't know	9	11	9	8	6
Unweighted base	6151	1184	1503	1152	2312

Q.71 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table G.14 And please tell me the extent to which you trust or distrust the following to be fair in the way they deal with customers or citizens?

	All	Age			Social grade			
		16-34	35-64	65+	AB	C1	C2	DE
Percentage								
NHS Doctors								
TOTAL: Trust	83	79	83	85	84	84	83	80
TOTAL: Distrust	8	9	8	7	7	7	6	10
Police								
TOTAL: Trust	73	74	73	72	76	74	73	68
TOTAL: Distrust	13	12	13	13	9	12	13	18
Water suppliers								
TOTAL: Trust	63	64	58	69	59	63	63	65
TOTAL: Distrust	14	12	15	13	15	14	13	14
Banks								
TOTAL: Trust	53	58	47	60	49	52	54	57
TOTAL: Distrust	28	23	32	25	30	29	29	25
Landline phone providers								
TOTAL: Trust	52	48	46	63	49	52	52	53
TOTAL: Distrust	21	20	23	16	22	20	22	19
Energy suppliers								
TOTAL: Trust	43	45	37	52	36	41	44	51
TOTAL: Distrust	29	26	33	25	31	31	29	25
Mobile phone providers								
TOTAL: Trust	41	51	38	38	35	41	43	44
TOTAL: Distrust	27	27	32	19	31	27	26	24
Insurance companies								
TOTAL: Trust	36	35	32	44	33	35	41	36
TOTAL: Distrust	36	36	39	32	39	38	34	34
Estate agents								
TOTAL: Trust	22	30	20	20	21	24	20	19
TOTAL: Distrust	35	35	37	29	40	36	34	28
Politicians								
TOTAL: Trust	10	13	9	11	12	9	9	10
TOTAL: Distrust	67	56	70	70	63	69	68	69
Unweighted base	6151	1372	2803	1976	1184	1503	1152	2312

Q.72 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table G.15 In the last 12 months, have you contacted a current or previous energy supplier to complain at all?

	All	Age			Country			Internet usage	
		16-34	35-64	65+	England	Wales	Scotland	Non Regular	Regular
Percentage									
Yes	10	12	11	7	10	7	11	5	11
No	90	88	89	93	90	93	89	95	89
Unweighted base	6151	1372	2803	1976	5234	322	595	1614	4537

Q.76 Base: All who have mains gas and/or mains electricity at home and are responsible for it

Table G.16 Thinking of the last time you complained, taking everything into account regarding the complaints process, how satisfied or dissatisfied were you overall?

	All	Social grade				Tenure ⁷			Internet usage	
		AB	C1	C2	DE	Owner	Social rented	Private rented	Non Regular	Regular
Percentage										
Very satisfied	14	15	12	15	14	15	19	6	23	13
Quite satisfied	24	25	24	25	21	26	22	20	24	24
Neither/nor	12	13	14	7	12	14	10	8	11	12
Quite dissatisfied	20	25	19	18	19	17	19	32	18	21
Very dissatisfied	30	22	30	35	34	28	30	34	24	31
TOTAL: Satisfied	38	40	36	40	36	41	41	26	47	37
TOTAL: Dissatisfied	50	47	49	53	53	45	49	66	42	51
Unweighted base	583	130	148	108	197	329	126	123	79	504

Q.80 Base: All who have contacted a current or previous energy supplier to complain

Table G.17 Excluding complaints and giving routine meter readings, have you had any interaction with your own or another energy supplier in the last 12 months

	All	Internet usage	
		Non Regular	Regular
Percentage			
Yes	16	10	18
No	84	90	82
Unweighted base	6151	1614	4537

Q.82 Base: All who have mains gas and/or mains electricity at home and are responsible for it

⁷ Excludes five respondents where tenure not known.