

Retail Market Review 2015 Survey Data tables user guide



Introduction

Fieldwork for the survey was conducted between 20th February and 17th March 2015 on the face to face TNS Omnibus survey using Computer Assisted Personal Interviewing (CAPI).

A total of 5,934 eligible GB electricity and/or gas consumers took part in the survey. Eligibility was assessed as respondents who have mains gas and/or electricity in their household and who were responsible for this.

Data is weighted to be nationally representative of the UK general public using population proportions from the National Readership Survey - for age and social grade within gender, plus working status within gender and Government Office Region.

Data is presented in PDF and Excel table formats. Data is presented for all questions with accompanying analysis crossbreaks (e.g. age, social grade).

Indicative statistical significance testing between total and sub-group and between sub-groups has been applied to data with a 95% confidence interval. Statistically significant differences are identified on the PDF version data tables.

Full technical details are presented in the accompanying Technical Report.

An SPSS data file is also available from Ofgem. This provides respondent level data for further analysis, and includes all derived variables and crossbreaks included in the main report and data tables.

PDF tables layout

PDF tables present weighted results for all respondents (overall) and key sub-groups (crossbreaks). Crossbreaks are presented as consecutive pages.

Question wording and base description (which describes the group of respondents answering the question)

Q.14 Which of the following do you think it is possible for energy customers to do?
Base: All who have gas and/or electricity supply and are responsible for it

Analysis crossbreaks

Unweighted and weighted base sizes

Unweighted Base
 Weighted Base

Change their payment method with their current supplier
 Change their tariff with their current supplier
 Switch to a different supplier
 All of the above
 None
 Refused
 Don't know

Response codes

	TYPE OF CONSUMER					
	Total (a)	Gas only (b)	Electricity only (c)	Any gas (d)	Any electricity (e)	Gas and electricity (f)
Unweighted Base	5934	11	624	5310	5923	5299
Weighted Base	5934	11**	608	5326	5923	5315
Change their payment method with their current supplier	5038 85% mo				5031 85%	4512 85%
Change their tariff with their current supplier	4937 83% mo				4929 83%	4426 83%
Switch to a different supplier	5320 90% mo				5311 90%	4774 90%
All of the above	4717 79% mo				4710 80%	4226 80%
None	69 1%	-	1%	1%	1%	61 1%
Refused	11 *	-	-	11	11	11 *
Don't know	295 5% kn	2 18%	41 7% f	254 5%	294 5%	253 5%

Figure shows that 85% of respondents said they are aware energy customers can change their payment method with their current supplier - 5038 respondents from a base of 5934 respondents overall (weighted figures)

Total (overall) column

Weighted number of respondents, percentage figure (column %) and statistical significance indicators (see page 5 for further explanation)

Crossbreak (sub-group) column

Reading statistical significance (PDF tables)

Q. Breaks X Breaks

Base: All who have gas and/or electricity supply and are responsible for it

Total column -
labelled 'a'

Age crossbreaks - labelled
'e' 'f' 'g'

	NATION			AGE			AB (h)	
	Total (a)	England (b)	Scotland (c)	Wales (d)	18-34 (e)	35-64 (f)		65+ (g)
Total	5934	5069	551	314	1138	3108	1688	1339
Unweighted Base	5934	5096	531	307	1098	2734	2102	1071
Weighted Base	5934	5069	551	314	1138	3108	1688	1339
Not familiar	3465 58%ofm	2845 56%	391 71%ab	228 73%ab	661 58%f	1685 54%	1119 66%aef	764 57%
SWITCHING								
Switched in last 12 months	787 13%gkln r	696 14%o	57 10%	35 11%	192 17%ag	454 15%g	142 8%	214 16%ajk
Ever switched	3373 57%eklo r	2916 58%o	288 52%	169 54%	490 43%	1945 63%aeg	939 56%e	933 70%aljk
Not switched in last 12 months	5147 87%ehm	4373 86%	494 90%b	279 89%	947 83%	2654 85%	1546 92%aef	1125 84%
Never switched	2561 43%fnp	2153 42%	262 48%b	145 46%	648 57%afg	1163 37%	750 44%f	406 30%
SEGMENT								
Switched on	1006 17%gklid r	886 17%d	81 15%	39 13%	171 15%	589 19%aeg	246 15%	359 27%ajk
Tuned in	1596 27%oklr	1387 27%d	142 26%	67 21%	305 27%	873 28%g	419 25%	434 32%ajk
On Standby	2145 36%hm	1820 36%	208 38%	117 37%	403 35%	1089 35%	653 39%f	409 31%
Unplugged	1187 20%fnlm p	976 19%	120 22%	91 29%abc	259 23%f	557 18%	371 22%f	136 10%

63% of 35-64 year olds have ever switched gas or electricity supplier – significantly higher than consumers overall ('a'), 16-34 year olds ('e') and those aged 65+ ('g')

Crossbreaks against crossbreaks (PDF tables)

Use the "breaks X breaks" tables to examine result for key sub-groups within other sub-groups and to find overall results averaged across multiple questions.

All analysis crossbreaks presented against each other

Age crossbreak

Q. Breaks X Breaks

Base: All who have gas and/or electricity supply and are responsible for it

Switching crossbreak

SWITCHING
Switched in last 12 months
Ever switched

	NATION				AGE			AB (h)
	Total (a)	England (b)	Scotland (c)	Wales (d)	16-34 (e)	35-64 (f)	65+ (g)	
Total	5934	5069	551	314	1138	3108	1688	1339
Unweighted Base	5934	5096	531	307	1098	2734	2102	1071
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SEGMENT								
Switched on	1006 17%gklj r	886 17%cd	81 15%	39 13%	177 16%	589 19%aeg	246 15%	359 27%ajk
Tuned in	1596 27%eklr	1387 27%cd	142 26%	67 21%	305 27%	873 28%g	419 25%	434 32%ajk
On Standby	2145 36%hnm	1820 36%	208 38%	117 37%	403 35%	1089 35%	653 39%f	409 31%
Unplugged	1187 20%fmnop	976 19%	120 22%	91 29%abcc	289 25%ef	557 18%	371 22%f	136 10%

43% of 16-34 year olds have ever switched