

Ofgem Consumer First Panel

Reporting on the performance of Price Comparison Tools (PCTs)
June 2016

Appendices



RESEARCH AND RECRUITMENT MATERIALS

This appendix to the Ofgem Consumer First Panel slides looking at consumer reactions to Price Comparison Tools (PCTs) and includes the following key documents:

- **Discussion guide**
- **Panel presentation**
- **Participant handouts**
- **Recruitment questionnaire**
- **Achieved sample breakdown**

Ofgem Consumer First Panel
Ofgem Consumer First Panel - Workshop 3

Price comparison tools

Based on our understanding of Ofgem’s objectives the following is a draft approach for the third Panel events.

Research objectives: PCTs

The aims for this year’s third and final wave of Panel events were to explore the following:

- What do consumers expect from PCTs?
- Which principles do they think should underlie the Confidence Code?
 - Do consumers understand the current principles?
 - Is anything missing from the current list?
 - What are the most important principles?
- What, if anything, would provide reassurance for consumers in the absence of the Whole of Market (WoM) requirement?
- How much value do consumers place on the auditing of PCTs?
- How important is transparency in relation to special deals with suppliers?
- How much effort would consumers be prepared to put in to check whether the tariff is the best available to them or personalise the tariffs and deals offered to them?

Timing	Exercises / activities	Comments
17.45-18.15	<u>Arrival and Registration</u>	
00.00-00.10 (10 MINS)	<p><u>PLENARY Introduction</u></p> <p><i>LEAD MODERATOR to welcome, introduce the team and clients (as applicable), housekeeping.</i></p> <p><i>Remind Panellists how the Panel operates and crucially let them know that everything they say will be reflected in the report and fed back to Ofgem. Then using slides, communicate the overarching findings from the last session.</i></p> <p><i>Introduce the PCT topic that will be discussed tonight:</i></p> <p><u>TABLES</u></p> <p>Introductions around the table. Ask participants to introduce themselves to the table, and describe the last time they used a price comparison tool (for anything)</p>	<p><i>AIM: to familiarise Panellists with the structure of this evenings workshop and to broadly introduce the topics that will be covered.</i></p>
00.10-00.40	<p><u>Section 1: Spontaneous discussions of PCTs</u></p> <p><u>IN TABLES</u></p>	<p><i>AIM: The function of this section is to capture unprompted</i></p>

<p>(30 MINS)</p>	<p>Has anyone used any Price Comparison Tool before – for example this could be a website, an app, or a telephone service?</p> <ul style="list-style-type: none"> • When and how have you used them? <ul style="list-style-type: none"> ○ What were you comparing (eg car insurance, mobile phone contract, mortgage, holidays/flights, credit cards, energy...)? ○ How frequently? Why? (i.e. Only when contract up for renewal / when prompted vs regularly reviewing for best deal) • What do you think about PCTs overall? <ul style="list-style-type: none"> ○ Have you had good/bad experiences? ○ What do you like / not like about using PCTs? ○ How do they compare across different markets? ○ How do you decide which PCT to use? • Do you trust PCTs? <ul style="list-style-type: none"> ○ Why/why not? ○ Any differences across different markets? ○ How do you know if you have got the best deal? How easy is it to tell? • And what about PCTs for energy? <ul style="list-style-type: none"> ○ Why do/don't you use them? ○ Has anyone completed a switch through a site, or just browsed for a better deal and then contacted the supplier directly. <p>HANDOUT SLIDES INTRODUCING ENERGY PCTs, INCLUDING SCREENSHOTS THOSE WHO HAVE NOT SEEN ONE BEFORE.</p> <p><i>To include screenshots of multiple different sites, not just those accredited by Ofgem, but remove the banner showing site branding. On each slide, show several different screens of stages: i) enter details, ii) presented with results, iii) (for some) ability to switch through site</i></p> <p><i>If Panellists ask about the regulatory framework or how the businesses are run, ask for their spontaneous thinking, plus confirm that we will outline this in a presentation shortly</i></p> <p>What do you want from a PCT? What principles should they follow to achieve this? RECORD ON FLIPCHART LIST AND DISCUSS</p> <ul style="list-style-type: none"> • Which of these are the most important? Why? • Would these be a different set of principles for an energy PCT? I.e. a PCT comparing electricity and/or gas rather than car insurance, holidays, bank accounts etc... <p><u>SHOW IMAGE OF THE CONFIDENCE CODE LOGO</u></p> <p><u>Do you recognise this logo? Have you heard of the Confidence Code?</u></p>	<p><i>awareness of PCTs and to assess awareness and use across all markets.</i></p> <p><i>NOTE: if Panellists have low level of exposure to PCTs, use the energy screen shot handouts earlier on and walk through the concept.</i></p> <p><i>AIM: The objective of the handout will be to walk Panellists through a PCT as a user experience, especially important for those who have not used a PCT before.</i></p> <p><i>AIM: to capture initial spontaneous ideas on what a set of principles might look like</i></p>
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<p>0.40-0.50 (10 MINS)</p>	<p><u>Section 3: Presentation on Principles of PCTs</u></p> <p>Lead moderator will use slides to explain more about how energy PCTs work and are regulated at the moment, including the Confidence Code and WoM.</p> <p>The presentation will cover:</p> <ul style="list-style-type: none"> • Brief overview of business models of PCTs • Overview of Code • Overview of how many PCTs and how many have signed up • Overview of principles – INCLUDING READ OUT OF WHAT THEY ARE. • Brief overview of auditing process <p>RE-ASSIGN TABLES BASED ON THOSE WHO HAVE USED PCTs VS THOSE WHO HAVE NOT USED PCTs AT ALL, OR ONLY A LONG TIME AGO</p> <p>ENSURE THAT THERE IS A BROADLY EVEN NUMBER ON EACH TABLE.</p>	<p><i>AIM: The objective of this presentation will be to ensure both tables have the same level of knowledge about PCTs, before we move to the next exercise.</i></p> <p><i>NOTE: Re-assigning tables is unlikely to be exact but based on discussion in section 2. Important to ensure that those who don't use PCTs feel empowered to have a voice – otherwise risk that conversation will be dominated only by those who use PCTs</i></p>
<p>0.50 – 1.10 (20 MINS)</p>	<p><u>Section 4: Initial feedback and prioritisation of current principles</u></p> <p>Any initial reactions to the presentation?</p> <ul style="list-style-type: none"> • Anything that surprised you? • Anything need clarifying? • Does it change how you feel about PCTs? Or whether you would be likely to use them in the future? <p>How do they compare to the principles that we identified earlier?</p> <ul style="list-style-type: none"> • Anything need to be added? • Anything important that we didn't think of before? <p>ISSUE HANDOUT WITH DESCRIPTIONS OF EACH PRINCIPLE. AND DOTS:</p> <ul style="list-style-type: none"> • TWO DOTS FOR TWO MOST IMPORTANT FOR CONSUMERS • TWO DOTS FOR TWO LEAST IMPORTANT FOR CONSUMERS <p>ASK PANELLISTS TO REVIEW THE PRINCIPLES IN PAIRS FOR 5 MINS TO IDENTIFY THEIR LEAST AND MOST IMPORTANT.</p> <p>AND WRITE WHY ON THE HANDOUT (in text boxes provided)</p> <p>THEN STICK STARS (WITH NAMES) ON WALL MOUNTED WITH PRINCIPLES LISTED RANDOMLY.</p> <p>RE-ARRANGE PRINCIPLES INTO AN INITIAL RANKING OF MOST IMPORTANT AND LEAST IMPORTANT BASED ON NUMBER OF DOTS. This is likely to change, but provides an initial order for discussion.</p>	<p><i>AIM: to capture initial reactions to the code and the principles, and identify which principles are the most important and why.</i></p> <p><i>NOTE: in year 6 wave 4 of the panel, Panellists briefly discussed what they would regard as an ideal third party intermediary (including PCTs). They identified 5 principles: 1) accuracy, 2) independence and transparency, 3) customer centric, 4) free to use, fast simple and efficient, 5) accountable and regulated</i></p>

	<p>PROBE to ask why selections were made?</p> <ul style="list-style-type: none"> • Why less/more important? • Challenge for those seen as less important: What would happen if this was not a principle? • Challenge for those in the middle? Why are these in the middle? (<i>probe on level of understanding, assumed would happen anyway</i>) <p>CONSTANTLY REVIEW LIST, AND WORK TOWARDS A FINAL RANKING THAT THE GROUP IS HAPPY WITH.</p> <p>BE SURE TO PROBE ON:</p> <ul style="list-style-type: none"> • Complete overview (WoM) • Independence • User friendliness • Correctness and accuracy <p><i>For reference: Confidence Code and CEER Principles for Price Comparison Tools</i></p> <p><i>Independence, Transparency, Complete overview (WoM), Clarity and Understanding of results, Correctness and accuracy, User friendliness, Accessibility of service, Customer empowerment, Reliability</i></p> <p><u>BACK IN TABLES...</u></p> <p>Further probes for key principles (all will have already been asked how important and why as part of activity above):</p> <ul style="list-style-type: none"> • How important is <i>independence</i>? <ul style="list-style-type: none"> ○ If sites could develop special relationships with suppliers and offer exclusive deals through their PCTs... would you prefer PCTs to be independent and not offer special deals, or ○ Under what conditions would this be / not be preferable? • How important is <i>correctness and accuracy</i>? <ul style="list-style-type: none"> ○ How important is it that someone checks that the information presented on PCTs is correct and accurate? ○ Is accreditation something you look for when choosing a PCT? How important is accreditation? ○ Are there any downsides to accreditation (prompt on cost if not mentioned)? ○ Would you be willing to pay for using a site that had been audited? ○ Should signing up to the code be mandatory? And thus auditing mandatory? ○ Even if this reduced the number of sites available to say, 1 site only? ○ LINK BACK TO COMMENTS ON TRUST IN SECTION 2 <p>IF TIME...</p> <ul style="list-style-type: none"> • <i>How important is user friendliness?</i> 	<p><i>NOTE: If asked, the likely fee for prompt on paying to use a site would be very small – pounds and pence.</i></p>
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	<ul style="list-style-type: none"> ○ <i>How much more time would you be willing to spend on a site to receive a more personalised recommendation – eg more personal info on needs/usage/people in household?</i> 	
<p>01.10 – 1.35 (15 MINS)</p>	<p><u>Section 5: Specific prompts on Whole of Market principle.</u></p> <p>BUILD ON DISCUSSION FROM SECTION 4 ON WoM...</p> <p>How do you know how well the deal you select compares to other deals?</p> <ul style="list-style-type: none"> • How do you know if you've got the best deal? • Within the PCT, and outside the PCT across the whole market? • Do you think PCTs automatically show you the full range of tariffs and deals available to you? • (linked to Scenario 1) • How should the results be displayed/default rank on what variable? Should they be filtered/ grouped? <p>How might the WoM principle help you assess how good your deal is?</p> <p>SHOW SCREEN GRABS TO OUTLINE HOW WoM WORKS IN PRACTICE: those signed up to the code have to show you / offer to show you the full list of suppliers and tariffs available that match the details you entered at the start of your search: e.g. those available in your area. Those not signed up to the code do not have to do this.</p> <p>ASK WHICH OPTION THEY WOULD CHOOSE IN THE HANDOUT (ONLY THE DEALS THAT SWITCH VS THE FULL SET).</p> <p>PROMPT FOR THE DOWNSIDES OF EACH – WOULD THEY BE MISSING OUT ON A POTENTIALLY BETTER DEAL UNDER OPTION 1; OR WOULD CONTACTING THE SUPPLIER DIRECT OR LOTS OF RESULTS PUT THEM OFF OPTION 2?</p> <ul style="list-style-type: none"> • What would happen if it was not included as a principle? • (Scenario 2) What if maintaining its inclusion reduced the number of PCTs who felt able to sign up to the code – would you rather fewer sites who were able to sign up to the code in full (including WoM), or a larger number of sites who were able to sign up to all of the other principles (excluding WoM) • How practical is it to navigate? There could be as many as 40 suppliers offering unlimited tariffs – is this likely to be confusing to navigate and choose the best supplier and tariff? (link to Scenario 1) <p>If the WoM principle did not exist, what else could help you assess whether you were getting a good deal across the whole market? (scenario 4)</p> <ul style="list-style-type: none"> • Sign posting to an independent list of all tariffs available? Would you check this list? Even if it could not help you with the switch directly (you would still need to contact the supplier)? Should this list be tailored to your information, or just a list of tariffs? 	<p><i>Aim: to explore reactions to specific scenarios if WoM was removed</i></p> <p><i>NOTE: some of these prompts may naturally arise during section 4 discussion. Use section 5 to cover issues not already covered.</i></p> <p><i>NOTE: there is a distinction between a good deal, and the best deal? Probe further if spontaneously mentioned by Panellists.</i></p> <p><i>NOTE: likely to only be able to cover 2 of these scenarios if all prompts at end of Section 4 are to remain. OFGEM to confirm which are the most important scenarios to explore.</i></p> <p><i>It might also be important to consider randomly assigning the order of S1 and S3 differently per groups as intro of scenario 3 is likely to influence other scenarios.</i></p> <p><i>NOTE: Citizens Advice currently run an independent price comparison tool which lists all tariffs available. At present this is for information only and does not allow users to switch via the tool.</i></p>

	<p><i>Check awareness of Citizens Advice list. (linked to Scenario 3)</i></p> <ul style="list-style-type: none"> • Messaging on PCTs that confirms what % of the market they cover / or % suppliers covered that they can help switch with directly through the PCT? • Assessment and ranking by an independent body of which sites provide the most coverage for switching via the PCT? • Anything else? 	
<p>1.35-1.40 (5 MINS)</p>	<p><u>Wind-down</u> <u>PLENARY</u></p> <p>Thanks for their contributions and sharing their views with Ofgem. Explain that findings from this round of workshops will help Ofgem better understand what consumers want from PCTs.</p> <p>Explain we are also running an online discussion again. This allows Panellists to reflect on the issues we've discussed this evening and make further contributions if you wish! We really encourage you to!</p> <p>Distribute incentives.</p>	



Welcome back!

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A quick recap about the Consumer First Panel



- Here to listen to your views about things that are important in the energy market
- Ofgem is Great Britain's energy regulator and its priority is to make a positive difference for consumers
- 85 people (Panellists) from different backgrounds across Great Britain
- This is the seventh year of the Consumer First Panel and it has really helped Ofgem's policy decisions

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What are we doing this evening?

- **Discussing use of Price Comparison Tools (PCTs)**

- **We'll talk about...**

- Your experience of PCTs
- What are the most important aspects of PCTs

- **Mix of:**

- Table discussions / group/paired work
- Information giving / presentations and feedback sessions



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Price Comparison Tools (PCTs)

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Introduction to... Price Comparison Tools (PCTs)

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Most PCTs are online. Here are some you may recognise...



The Confidence Code

- The Confidence Code is a code of practice that that independent energy price comparison sites have to follow.
- It is a set of key principles that outline how they must operate their service.
- Ofgem has run the Code since 2013. It has reviewed it to make sure it provides the right protections for consumers.
- It published a revised Code in March 2015.
- 12 of the 24 Price Comparison Websites are signed up to the code.



There are 9 principles in the code that PCTs have to adhere to

Independence	Transparency	Complete overview (WoM),
Clarity and Understanding of results	Correctness and accuracy	User friendliness
Accessibility of service	Customer empowerment	Reliability

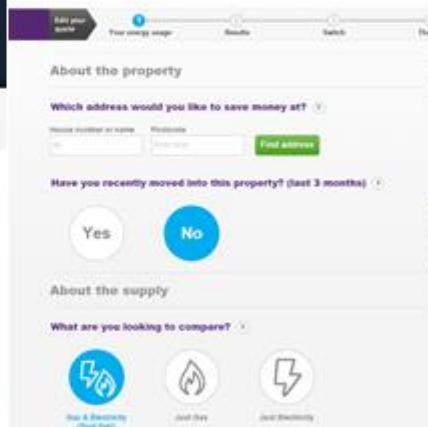


There is also an **annual audit process** by an independent organisation to check compliance against the code

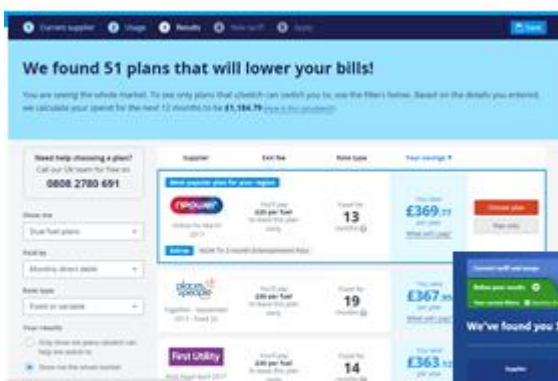


PARTICIPANT HANDOUTS

Step 1. Enter details of current supplier and usage



Step 2. View results



Step 3. PCTs can also help you with the switch

Switch now
It's simple to switch energy supplier. Just complete a few final details to request a switch.

Your personal details

Title

First name

Surname

Date of birth

Domestic phone

Evening phone

Mobile phone

Email address

How long have you lived at your current address?
 years, and months

Do you have a different billing address?

Do you have a smart meter?

About you
These details are required by First Utility

Title / First / Last name
Select

What is your email address?

Tick to get the free eSwitch newsletter with our latest money saving deals and expert insight.

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Do you recognise the logo?



Price Comparison Tool ‘principles’

(taken from Ofgem’s Confidence Code and
Guidelines of Good Practice on Price Comparison Tools,
Council of European Energy Regulators, 2012)



INDEPENDENCE

A Price Comparison Tool (PCT)
should be independent and aim to
give a non-discriminatory overview
of the market and present all
information in a consistent way.



TRANSPARENCY

Price Comparison Tools (PCTs) should disclose the way they operate, their funding and their owners/shareholders.

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COMPLETE OVERVIEW (Whole of Market)

Price Comparison Tools (PCTs) should aim at giving all information/showing all tariffs to the customer at first by default, before allowing customers to filter and sort results

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CLARITY AND UNDERSTANDING OF RESULTS

The results generated should be presented in a clear way eg fundamental characteristics, such as: fixed tariff versus floating price products, contract type, contract duration and energy mix of all products should be easily recognisable on the first page of result screen

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CORRECTNESS AND ACCURACY

The information provided in results and used for comparisons should be updated as often as necessary so that prices and options are correct and reflect what is available on the market.

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USER FRIENDLINESS

The user should be offered help through default consumption patterns or, preferably, a tool that calculates the approximate consumption, based on the amount of the last bill or on the basis of other information available to the user.

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ACCESSIBILITY OF SERVICE

Online Price Comparison Tools should follow Web Accessibility Guidelines (WAG) and provide another channel (other than the internet) through which customers can access the service. The WAGs aim to make web content more accessible to users, especially disabled users, by recommending appropriate standards relating to text, images and other media.

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CUSTOMER EMPOWERMENT

Price Comparison Tools should consider how best to empower customers to use their service and they should make appropriate choices for their needs. For example sites may provide further information on the energy market or links to useful independent sources of information on energy topics (eg. energy efficiency).

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RELIABILITY

The services should be reliable and robust – this refers to the reliability of both the information provided to customers and the Price Comparison Tool’s processes. For example, the PCTs processes for facilitating a switch should be reliable and where an issue occurs there should be processes in place to make a complaint and get the issue resolved.

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WoM aims to give consumers reassurance that they see all relevant results before they are filtered

1. Not automatically filtered to show only suppliers that have relationships with the PCT (not all PCTs have this filter)

2. Other filtering tasks place after consumers have seen the initial results

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Ipsos

Three slightly different results from the same initial information... (1)

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Ipsos

Three slightly different results from the same initial information... (2)

Product Name	Duration	Estimated Price	Estimated Savings	Exit Penalty
E.ON - SmartFlex Fixed April 2017	12 Months	£342.21	£296.69 (86.7%)	£50
British Gas - Fixed Fixed Price Oct 2017 v1	18 Months	£348.28	£294.86 (84.7%)	£50
British Gas - Together - September 2017 - Fixed 30 (Importers Billing)	18 Months	£347.01	£292.25 (84.2%)	£50
E.ON - New ENERGY - Standard 6	18 Months	£348.88	£291.12 (83.7%)	£50
British Gas - Go up Online March 2017	12 Months	£338.30	£288.10 (85.2%)	£50
British Gas - Online Fix March 2017	18 Months	£351.29	£284.71 (81.1%)	£50



Three slightly different results from the same initial information... (3)

Product Name	Duration	Estimated Price	Estimated Savings	Exit Penalty
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RECRUITMENT QUESTIONNAIRE

OFGEM CONSUMER FIRST PANEL RESEARCH

Recruitment Questionnaire

30.06.15

Good morning/afternoon/evening, my name is from Ipsos MORI, the research organisation.

We are asking around 80 people from different backgrounds across England, Scotland and Wales to take part in a series of events to think about and discuss issues affecting energy consumers both now and in the future.

The research is being conducted on behalf of Ofgem, the Office of Gas and Electricity Markets, which is the independent regulator in Great Britain for the energy sector. Its aim is to protect the interests of energy consumers.

The research will help Ofgem to better understand the views of energy consumers on a range of key issues which affect consumers like you. By taking part you will gain a better understanding of how the energy market works. Would you be willing to take part?

NB: Please check recruitment instruction for information on Cardiff workshop composition.

Taking part involves attending three workshops across the next 9 months. The evening workshops will run from 6.15pm – 9.15pm, and be held in a central location. For registration you should arrive at the venue between 5.45 and 6pm.

To say thank you for your time and cover any expenses incurred we would like to offer £45 for attending the first event, £50 for the second, and £55 for the third. (RECRUITER NOTE: THE INCENTIVE OFFERED REPRESENTS COMPENSATION FOR THEIR TIME, TRAVEL EXPENSES AND ANY CHILDCARE). When you sign up to the research you are making a commitment that you will endeavour to attend all three workshops over the course of the year.

There may be some short activities before and in between the workshops to get involved in.

This activity may involve completing complete a short task either online or by completing a paper based version at home. NB if people have an email address it is really important that you write it down so that we can alert them to the online task.

We are looking for particular groups of people; therefore I would like to ask you some questions about yourself. All information collected will be anonymised.

ASK ALL

Ipsos MORI/15-035666-01

Q1

Would you be interested in taking part in this Panel (attending at least 3 discussions over the next 9 months)?

Yes	1	CONTINUE
No	2	CLOSE

ASK ALL

Q2

Can I ask if you are available on the date and time of the first event? (INSERT DATE AS APPROPRIATE)?

Yes	1	CONTINUE
No	2	CLOSE

ASK ALL

Q3

Do you have regular access to the internet?

Yes – I have regular access to the internet	1	RECORD BUT NOT TO QUOTA
No - I do not have regular access to the internet	2	
Don't know	3	

ASK ALL

- Q4 SHOWCARD A **Do you or any members of your immediate family or close friends work in any of the following areas, either in a paid or unpaid capacity? Have you ever worked in any of these areas?**

READ OUT AND SINGLE CODE ONLY

Journalism/the media	1	THANK AND CLOSE
Market Research	2	
Elected politician (e.g. local councillor)	3	CONTINUE
Department of Energy and Climate Change (DECC)	4	
Ofgem	5	CONTINUE
A gas or electricity supplier	6	
A gas or electricity network company	7	CONTINUE
Consumer organisations (e.g. Which? Citizens Advice)	8	
No, none of these	9	CONTINUE
Don't know	10	

ASK ALL

- Q5 **Have you participated in a group discussion for an opinion or market research company in the last 12 months, or are you on any kind of consumer panel?**

Yes	1	THANK AND CLOSE
No	2	CONTINUE

ASK ALL

- Q6 **Are you mainly or jointly responsible for making decisions about the energy bills for your household? For example, choosing the supplier or the way you pay for energy.**

Yes	1	CONTINUE
No	2	THANK AND CLOSE

- Q7 **Code sex (do not ask)**

Male	1	RECRUIT TO QUOTA
Female	2	

Q8 Write In & Code Exact Age

Exact Age □		
18-24	1	RECRUIT TO QUOTA
25-34	2	
35-54	3	
55 - 64	4	
65 +	5	

ASK ALL

Q9 To which one of the groups I read out do you consider you belong?

INTERVIEWER: PLEASE BE SURE TO WRITE IN ANY 'OTHER' INFORMATION FULLY AND CLEARLY.

SHOWCARD B SINGLE CODE ONLY SINGLE CODE ONLY

White British	1	
White Irish	2	RECRUIT TO QUOTA
Any other White background	3	
White and Black Caribbean	4	
White and Black African	5	
White and Asian	6	
Any other mixed background	7	
Indian	8	
Pakistani	9	
Bangladeshi	10	
Any other Asian background	11	
Caribbean	12	
African	13	
Any other black background	14	
Chinese	15	
Any other background	16	

ASK ALL

Q10 Which of these best describes your current living situation? (NB: TENURE)

READ OUT. SINGLE CODE ONLY

SHOWCARD C SINGLE CODE ONLY SINGLE CODE ONLY

I live in and own my own home (with or without a mortgage) (Owner occupied)	1	RECRUIT TO QUOTA
I rent from council/ housing authority/ I rent from private landlord/ estate agency	2	
	3	
Other (e.g. living with parents)	4	

ASK ALL

Q11 Do you live in an urban/suburban (e.g. in a city, town or surrounding suburban area), or rural area (e.g. in a village, hamlet or in the countryside)?

Urban/suburban	1	RECRUIT TO QUOTA
Rural	2	

ASK ALL

Q12 Which of the following best describes your household?

SHOWCARD D SINGLE CODE ONLY

Married /cohabiting with dependent children	1	RECORD BUT NOT TO QUOTA
Married/cohabiting with no dependent children or no children	2	
Multi-generational household	3	
Lone parent with dependent children	4	
Living alone	5	
Unrelated adults	6	
Not stated	7	

ASK ALL

Q13 Which of these best describes your current situation?

READ OUT. SINGLE CODE ONLY

Full time employed	1	RECRUIT TO QUOTA
Part time employed	2	
Unemployed	3	
Retired	4	
Student	5	

ASK ALL

Q14 **Occupation of Chief Income Earner in your household**

Position/rank/grade

Industry/type of company

Quals/degree/apprenticeship

Number of staff responsible for

CODE SOCIAL GRADE FROM ABOVE DO NOT ASK

AB	1	RECRUIT TO QUOTA
C1	2	
C2	3	
D	4	
E	5	

ASK ALL

Q15 **What is your average cost of your yearly energy bill?** (NB IF UNKNOWN PLEASE TAKE DETAILS FOR WEEKLY/ MONTHLY /QUARTERLY BILLS AND MULTIPLY TO CALCULATE APPROXIMATE ANNUAL AMOUNT, SEE OVERLEAF FOR GUIDANCE AND USE THIS WHEN CALCULATING FUEL POVERTY IN Q.16)

WEEKLY AMOUNT £ _____ X 52 = ANNUAL AMOUNT £ _____

MONTHLY AMOUNT £ _____ X 12 = ANNUAL AMOUNT £ _____

QUARTERLY AMOUNT £ _____ X 4 = ANNUAL AMOUNT £ _____

ASK ALL

Q16 **Which of the following bands does your household income fall into?**

SHOWCARD E SINGLE CODE ONLY

Less than £10,000 per annum	1	RECORD AND CONTINUE
£10,000 - £14,999 per annum	2	
£15,000 - £19,999 per annum	3	
£20,000 - £34,999 per annum	4	
£35,000 - £60,000	5	
More than £60,000	6	

10% grid

10% of £10,000	£1000
10% of £14,999	£1499.99
10% £19,999	£1999.99
10% of £34,999	£3499.99
10% of £60,000	£6000

CODE FUEL POVERTY FROM ABOVE (DO NOT ASK)

(NB IF 10% OR MORE OF ANNUAL HOUSEHOLD INCOME IS SPENT ON ENERGY COSTS THEN MARK AS FUEL POVERTY)

Fuel poverty

	Yes	1	RECRUIT TO QUOTA
	No	2	

ASK IF CODE 7 AT Q.16

Q17 Thinking about your annual household income, would you say you spend more or less than 10 per cent of your household income on energy costs?

	More than 10%	1	RECRUIT TO QUOTA
	Less than 10%	2	

ASK ALL

Q18 Do you consider yourself to be living with a physical or learning disability? This could be a long term health condition that could be a physical or sensory loss; or a disability that affects the way you understand information and communicate.

Yes (PLEASE WRITE IN) 1

RECRUIT TO QUOTA

	No	2
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ASK ALL

Q19 **How easy do you find it to read/understand your bills/statements?**

Very easy	1	RECORD BUT NOT TO QUOTA
Fairly easy	2	
Not very easy	3	
Not at all easy	4	

ASK ALL

Q20 **A lot of people struggle with reading/writing and understanding figures. Does this apply to you?**

No	1	RECORD BUT NOT TO QUOTA
Yes, struggle with reading/writing	2	
Yes, struggle with figures	3	

ASK ONLY FOR CARDIFF WORKSHOP

Q21 **Do you speak Welsh in your everyday life?**

Yes	1	RECORD
No	2	

ASK IF CODE 1 AT Q21

Q22 **Would you be happy to participate in a discussion group in English?**

Yes	1	RECORD
No	2	

ASK ALL

Q23 **Do you use electricity and gas, or electricity only?**

Electricity and gas	1	RECRUIT TO QUOTA
Electricity only	2	

ASK IF CODE 2 AT Q23

Q24 **What is the main way you heat your home? Please think about the heating system that you use to heat the majority of your home.**

READ OUT, SINGLE CODE

Oil Central heating	1	RECORD BUT NOT TO QUOTA
Electric heaters	2	
Solid fuel (open fire/enclosed stove)	3	
Bottled gas/paraffin	4	

Ipsos MORI/15-035666-01

Storage radiators	5
Gas fires	6
Communal or district heating	7
Don't know	8
Other: please specify	9

Q25 How do you currently pay your gas and electricity bill?

SHOWCARD F

	Gas	Electricity
Direct debit		
Pre-payment meter (PPM, card or key meter)		
Quarterly payment on receipt of bill (payment on demand)		
Other		

RECRUIT TO QUOTA

ASK ALL

Q26

SHOWCARD G

RECRUIT TO QUOTA				
I'm going to read out a series of statements, please answer using the showcard provided. Have you ever... a) Switched supplier b) Changed your tariff with your current energy supplier c) Thought about switching d) Thought about changing your tariff with your current supplier	1	2	3	4
	Switched supplier	Changed tariff with current supplier	Thought about switching supplier	Thought about changing tariff with current supplier
	Yes, in the last year			
	Yes, but not in the last year			
Never				

Ipsos MORI/15-035666-01
 ASK ALL

Q28 **Who is your current energy supplier?**

READ OUT AND TICK

	1 Both	2 Gas	3 Electricity
British Gas			
Scottish Power			
EDF (could be SWEB in Exeter)			
Eon / Powergen			
Npower			
Scottish and Southern Energy (includes Southern Electric, Hydro and SWALEC)			
Other (PLEASE SPECIFY)			

RECRUIT TO QUOTA

ASK ALL

Q29 **What type of meter do you use?**

Single rate	1	
Economy 7	2	
Economy 10	3	
DTS, White meter	4	RECORD BUT NOT TO QUOTA
Don't know	5	

Q30 Thank you for agreeing to join the Consumer First Panel. We will re-contact you over the course of the next 12 months by telephone and email. During this time you will be contacted for the purpose of taking part in additional tasks and to invite you to the two subsequent workshops.

Please be assured that your contact details will be stored in accordance with our Information Security guidelines and will not be passed onto anyone outside of the company.

Please confirm you are happy with this

	Yes	1	CONTINUE
	No	2	THANK AND CLOSE

ACHIEVED SAMPLE BREAKDOWN

Gender	Quota	Attended at Wave 1	Attended at Wave 2	Attended at Wave 3
Male	42	40	37	36
Female	42	36	29	21
Total	84	76	66	57
Age				
18-24	16	13	6	7
25-34	13	14	13	11
35-54	27	22	27	23
55-64	12	10	9	6
65+	16	17	11	10
Total	84	76	66	57
Ethnicity				
White British	62	70	46	42
White Other	6	1	7	5
Black or Minority Ethnic	16	5	13	10
Total	84	76	66	57
SEG				
AB	23	20	22	18
C1	22	24	20	17
C2	18	10	12	8
DE	21	22	12	14
Total	84	76	66	57
Rural vs. Urban				
Urban	60	51	43	35
Rural	24	25	23	22
Total	84	76	66	57
Electricity Only				
Electricity Only	19	18	14	11
Electricity and gas	65	58	52	46
Total	84	76	66	57
Tenure				
Owner Occupied	46	40	38	32
Social Rented	18	17	17	14
Private Rented	18	19	12	11
Other	1	0	2	0
Total	84	76	66	57

Fuel Poverty				
Yes	21	19	13	10
No	63	57	53	47
Total	84	76	66	57
Employment status				
Employed	44	40	45	35
Unemployed	13	10	7	8
Student	8	5	0	1
Retired	15	17	12	10
Other	4	4	2	3
Total	84	76	66	57
Payment type				
Prepayment	18	18	16	19
Quarterly payment on receipt of bill (standard credit)	14	12	13	2
Direct debit	50	45	35	33
Other	2	1	2	3
Total	84	76	66	57