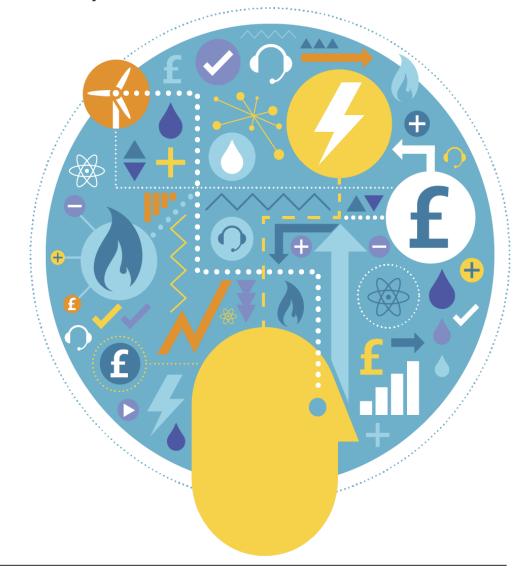# Consumer Engagement Survey 2016

Data Tables Guide

August 2016

TNS

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Introduction

Fieldwork for the survey was conducted between 3rd February and 6th March 2016 on the face to face TNS Omnibus survey using Computer Assisted Personal Interviewing (CAPI).

A total of 5,956 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 are 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

	Total (a)	England (b)	Scotland (c)	Wales (d)
		NATION		
Unweighted Base	5956	5057	524	375
Weighted Base	5987	5072	559	355
Change their payment method with their current supplier	5097 / 85%dgk			287 / 81%
Change their tariff with their current supplier	5021 / 84%degk			279 / 79%
Switch to a different supplier	5340 / 89%cek			312 / 88%
All of the above	4803 / 80%degk	81%d	77%	265 / 75%
None	79 / 1%h	61 / 1%	17 / 3%abd	1 / *
Refused	23 / *	18	4	1 / *
Don't know	285 / 5%fhi	22		24 / 7%

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)

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

Response codes

Total (overall) column

Crossbreak (sub-group) column

Excel tables layout

Excel tables present the same results as the PDF tables. Crossbreaks are presented in the same worksheet.

Unweighted and weighted base sizes

Question wording and base description

Analysis crossbreaks

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Q.1 Do you have mains gas andor mains electricity in your home?															
2	Base: All who have gas and/or electricity supply															
3																
4			NATION			AGE			SOCIAL GRADE				INCOME			
5																
6		Total	England	Scotland	Wales	16-34	35-64	65+	AB	C1	C2	DE	Below £16	£16,000p.a	Refused	Don't know
7																
8	Unweighted Base	5956	5057	524	375	1147	2679	2130	1171	1551	1139	2095	2093	2995	652	216
9	Weighted Base	5987	5072	559	355	1172	3107	1708	1454	1895	1228	1410	1658	3493	642	194
10																
11	Mains gas only	17	12	3	1	8	4	4	2	6	4	5	6	9	2	0
12		0	0	1%	0	1%	0	0	0	0	0	0	0	0	0	--
13	Mains electricity only	717	543	110	64	137	331	249	181	195	154	187	258	374	64	20
14		12%	11%	20%	18%	12%	11%	15%	12%	10%	13%	13%	16%	11%	10%	11%
15	Mains gas and electricity	5254	4517	446	290	1026	2773	1455	1271	1694	1070	1219	1393	3111	576	174
16		88%	89%	80%	82%	88%	89%	85%	87%	89%	87%	86%	84%	89%	90%	89%
17																

Worksheet tabs: Contents | Definitions | **Table1** | Table2 | Table3 | Table4 | Table5 | Table6 | Table7 | Table8 | Table9 | Table10 | Ta...

Response codes

Weighted number respondents and percentage figure (column %)

Crossbreak (sub-group) column

Total (overall) column

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Reading statistical significance (PDF tables)

Total column - labelled 'a'

Age crossbreaks - labelled 'b' 'c' 'd'

Q.20 Have you ever switched your gas or electricity supplier?
Base: All who haven't switched gas or electricity supplier in the past 12 months

	Total (a)	INTERNET USER		
		Uses Internet frequently (b)	Uses Internet infrequently (c)	Does not use Internet (d)
Unweighted Base	5155	3361	620	1107
Weighted Base	5145	3713	548	824
Yes, gas only	72 1%e	54 1%	6 1%	11 1%
Yes, electricity only	337 7%fh	228 6%	45 8%	61 7%
Yes, both	2043 40%delk	1607 43%acd	203 37%d	221 27%
SUMMARY CODES				
GAS SUPPLIER	2115 41%delk	1660 45%acd	208 38%d	232 28%
ELECTRICITY SUPPLIER	2380 46%dek	1834 49%ad	247 45%d	282 34%
No, neither	2606 51%bfh			515 62%abc
Refused	10 *			1 *
Don't know	77 2%j			15 2%c

43% of consumers who use the Internet frequently have ever switched both gas and electricity supplier. This is significantly more than the total number of consumers who have ever switched ('a'), those who use the Internet infrequently ('c') and those who do not use the Internet ('d')

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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.

Q. Breaks X Breaks
Base: All who have gas and/or electricity supply and are responsible for it

Switched (recently) crossbreak

All analysis crossbreaks presented against each other

Age crossbreak

	Total (a)	SWITCHED - RECENTLY		SWITCHED - EVER	
		Switched in last 12 months (b)	Not switched in last 12 months (c)	Ever switched (d)	
Unweighted Base	5956	860	5096	3195	
Weighted Base	5987	900	5087	3298	
NATION					
England	5072 85%em	790 88%ac	4283 84%	2848 86%ae	
Scotland	559 9%dfl	67 7%	493 10%b	250 8%	
Wales	355 6%	43 5%	312 6%	200 6%	
AGE					
16-34	1172 20%dfl	225 25%ac	947 19%	493 15%	
35-64	3107 52%em	484 54%	2624 52%	1871 57%ae	
65+	1708 29%bfl	192 21%	1517 30%b	934 28%	
SOCIAL GRADE					
AB	1454 24%ehm	264 29%ac		934 28%ae	
C1	1895 32%m	293 33%		1066 32%	
C2	1228 21%j	171 19%		657 20%	
DE	1410	171	1239	641	

25% of those who have switched supplier in the past 12 months are aged 16-34 years old

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