

CONSUMER ENGAGEMENT IN THE ENERGY MARKET 2019

Technical Report for research conducted on
behalf of Ofgem

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Table of Contents

1	Survey methodology	3
1.1	2019 Consumer Engagement Survey	3
1.2	Sample universe and survey eligibility	3
1.3	Stratification and sample point selection	4
1.4	Interviewing	4
1.5	Wales / Scotland boosts	5
2	Questionnaire design.....	6
2.1	Main questionnaire changes between 2018 and 2019	6
2.1.1	New areas of interest	6
3	Analysis and reporting	8
3.1	Weighting	8
3.1.1	Main dataset	8
3.1.2	Wales / Scotland Boosts	9
3.2	Statistical significance	9
3.3	Key definitions	9
3.4	Calculating overall results	10
3.5	Segmentation	12
3.6	Accompanying data tables and SPSS	12
4	Annex tables	13
5	Questionnaire and filters.....	24
5.1	Changes and additions made to questionnaire between 2018 and 2019	24
5.2	Deletions made to questionnaire between 2018 – 2019	50
5.3	Segmentation question set	53
5.4	Full 2019 Questionnaire	54
5.5	Full list of filters used in 2018	101

1 Survey methodology

1.1 2019 Consumer Engagement Survey

This year, as in 2018, the Consumer Engagement survey comprised two elements – a main and a boost survey. Extra sample points were covered in Wales and Scotland to achieve a higher base size allowing further analysis within each country. The following sections will provide more detail on the methodology for each.

The main survey

Fieldwork for the main 2019 survey was carried out between 3rd June and 12th September 2019, in home and face to face using Computer Assisted Personal Interviewing (CAPI). Within the main survey, interviews were carried out with 4001 gas and/or electricity consumers, including 3572 consumers with both mains gas and electricity, 7 (<1% of the total sample) with mains gas only, and 422 (10% of the total sample) with mains electricity only. Overall, 3579 participants had mains gas, and 3994 had mains electricity.

Other surveys

Two “boost” surveys were carried out in 2019 in Wales and Scotland, in order to increase the sample sizes within each country to allow further analysis. Total results for each country (including both the main and boost samples, which are reported in a separate table set to the main GB sample) were weighted based on the weighting schemes established in 2018.

1.2 Sample universe and survey eligibility

The target sample was the same as at previous waves: domestic energy consumers who are responsible for their household energy bills. All participants were at least 16 years old, resident in Great Britain, and met the following eligibility criteria:

- having mains gas and/or mains electricity in their household;
- being responsible, or jointly responsible, for the gas and/or electricity bills in their household.

The above criteria were applied through screening questions at the beginning of the survey. Consequently, the following groups were excluded from the sample:

- those living in a property where the landlord organised and paid the energy bills;
- those living in a household where another household member or members take responsibility for the bills (where the decision maker was unavailable – e.g. an adult still living at home where parents take responsibility paying for the bills);
- those dependent on a non-household member to manage bills on their behalf.

1.3 Stratification and sample point selection

The main survey used random location sampling, which provides interviewers with lists of addresses in which they must interview in order to achieve a nationally representative sample¹. The address listings for the Consumer Engagement Survey were selected using the following steps:

1. All GB constituencies were listed and stratified by:
 - a. Region (former Government Office Regions)² – this includes Scotland, Wales and the nine Regions in England;
 - b. Urban/rural indicator (Metropolitan County, Other 100% Urban, Mixed Urban/Rural, Rural);
 - c. Percentage of residents in AB socioeconomic group.
2. 311 constituencies were selected with probability proportional to population aged 16+;
3. A Paired Census Output Area (OA) was selected at random from each constituency (each OA includes an average of 120-150 residential addresses). This is a pair of census output areas which are geographically close, to produce an interviewer assignment of around 250-300 addresses;
4. Full address listings were produced, and assigned to interviewers.

1.4 Interviewing

In total, 341 sampling points were issued (317 in the main sample and 16 in Wales, 8 in Scotland boosts) to 224 interviewers across Great Britain, with interviewers required to conduct 13 interviews per point, spread over a two-day assignment.

Interviewers were issued with quotas to ensure that the final achieved sample represented the target. Because we were interviewing someone in the household who is responsible/jointly responsible for the gas and electricity bills, age quotas were originally created from the head of household (HOH) profiles from GfK's Financial Research Survey³. Separate quotas were also applied to working status and gender, in line with targets from previous years.

¹ Random location sampling is widely used in large scale face to face government surveys as a good proxy for Random Probability sampling. Unlike with Random Probability sampling, an element of interviewer selection bias is introduced in the design: interviewers are restricted to interviewing only in the fixed address listings, which should not be deviated from, but can choose any household or participant that fits their quotas within these restrictions. This ensures as close to a nationally representative spread of interviews as possible, but the survey results obtained from a random location sample can be treated as only indicative of the actual figures in the sample universe at large. This is in contrast to Random Probability sampling, where each participant is chosen at the sample design stage, eliminating all interviewer bias, and survey results can be assumed to be representative of the sample universe at large.

² <https://www.ons.gov.uk/methodology/geography/ukgeographies/administrativegeography/england#regions-former-gors>

³ GfK Financial Research Survey: A syndicated survey of financial holdings behaviour and attitudes based on a sample of 60,000 per year using mixed interview mode of face to face and online interviews.

Quota group	Target number of interviews set⁴	%
16-34	962	22%
35-54	1568	35%
55+	1903	43%
Male	2204	50%
Female	2229	50%
Working full time	1962	44%
Not working full time	2471	56%

Quotas were set nationally to produce a nationally representative sample, but were tailored for each sampling point to reflect the population profile in that area. Regional quota delivery targets were produced to better enable monitoring and fieldwork management.

Interviewers went door to door within their selected areas, screening in households to identify eligible participants, and attempting to recruit them to complete a full interview. After completing an interview, interviewers were instructed to leave one clear house before making their next call. Only one participant per household could be interviewed, and interviewers had to ensure that the participant was a resident at the address before the interview took place.

1.5 Wales / Scotland boosts

Fieldwork boosts were again conducted in Wales and Scotland this year to increase the possibility for further analysis and reduce the confidence intervals associated with the survey estimates. An extra 200 interviews were conducted in Wales and 100 in Scotland.

Weighting targets were determined from data collected in 2018. Questions were run on omnibus surveys in each country by Beaufort (Wales) and Kantar TNS (Scotland), to determine accurate target populations of bill payers / partners within each nation⁵. Each sample was drawn to be representative of the individual nation, and stratified within the country based on constituencies. Participants were asked the two opening questions from the main survey (Q1 and Q2) and the demographic profile of those who would qualify for the main survey (have mains gas and / or electricity, and some responsibility for paying the bills) was recorded and used to weight the total sample for each home nation.

Separate sets of tabulations were produced for Great Britain (main dataset only), and for Wales and Scotland (with interviews from the main sample added to the boost and weighted to targets taken from the omnibus surveys, as outlined above).

⁴ These are the target number of interviews – note that targets always include an overage of around 10% on top of the total interviews required to accommodate any need to vary interview schedules, appointment cancellations or other variations that can occur during face to face fieldwork.

⁵ A detailed breakdown of the resulting weighting targets can be found in the weighting section

2 Questionnaire design

The original questionnaire was designed by Ofgem and TNS BMRB (now Kantar Public) for the 2014 baseline study and evolved through the 2015 and 2016 surveys. The 2017 survey involved some significant revisions to the questionnaire, a process carried out by Ofgem and GfK in close collaboration. Further (though less significant) changes were made in 2018. The survey transferred to Ipsos MORI in 2019, as part of the acquisition of some divisions of GfK: in 2019 Ofgem identified several new focus areas which resulted in questionnaire amendments. The changes made from 2018 - 2019 are outlined below.

The median interview length for the 2019 survey was 27 minutes.

2.1 Main questionnaire changes between 2018 and 2019

All changes to the questionnaire were logged throughout the development process. An outline of all changes (additions, amendments and deletions) made between 2018 and 2019, and a full version of the 2019 questionnaire and filters used, are provided in section 5.

2.1.1 New areas of interest

A number of questions were added in 2019 in order to explore several new issues which Ofgem had identified since the 2017 survey (question names are given in brackets below to enable their identification in the questionnaire):

- **Comparative trust in suppliers (TRUST)** – question added asking the degree to which participants trust energy suppliers, internet / broadband suppliers, banks / building societies and insurance companies.
- **Future energy technology use (Methods/ Methods2/ Notif)** – codes were added to questions Methods and Methods2 to measure awareness and uptake of energy scanning and auto-switching services. 'Notif' asked whether those signed up had received any notifications from them, and whether they had acted upon these.
- **Supplier of Last Resort (EnergyOOB / ImpactEnergyOOB / ExpEnergyOOB)** – questions were added to measure awareness of energy suppliers going out of business, the impact of this on attitudes to switching; and for participants who had been through this themselves, what the experience entailed.
- **Supplier recommendation (Recgas / Recelec / Recenergy)** – likelihood to recommend current supplier to produce net promoter scores.
- **Impact of Price Cap on engagement (ImpactCap)** – question added to measure impact of being aware of the Price Cap on participant future likelihood to switch supplier.
- **Load shifting (Appliance / Whenapp / Loahsh / Whatpre / GGSave)** – section added to explore attitudes towards load shifting to make an energy saving – how easy this would be, and what might be preventing likelihood to do this. The section also included a Gabor Granger exercise⁶ (GGSave) which identified the minimum amount of saving (in multiples of £50, £100, £150, £200) needed to encourage participants to load shift.
- **Smart Appliances (Intcont / Intcomf / Whycomf)** – following the section on Load Shifting, three questions were added to measure attitudes towards smart appliances and the possibility of using an external company to remotely control appliances to switch on at periods when energy is cheaper.

⁶ The Gabor–Granger method is a method to determine the price for a product or service. It aims to find the highest price (or lowest saving) that participants are willing to accept. In this case it was set to understand the minimum acceptable saving. This is done by setting a number of price points and asking the participant about their intention to change behaviour based on that price/saving point. If the participant answers that they will change their behaviour at that price point, they are asked the same question for a random price which is lower. This was done until we found the minimum acceptable saving to the participant.



Participants were asked how likely they would be to use these appliances, how comfortable they would feel about an external company controlling their appliances, and why they felt this way.

A list of questions which were removed from the questionnaire this year can be found in section 5 of this report.

3 Analysis and reporting

3.1 Weighting

3.1.1 Main dataset

Rim weighting is an iterative process of correcting for biases in sub-groups of combined characteristics, such as age, gender and social grade to match to known population targets.

Weights for main 2019 dataset were the same as those used in previous years. These were developed in 2017 based on the profile of eligible respondents in the 2016 survey⁷, using the same variables (namely age and social grade within gender, working status within gender and Government Office Region). Weighted and unweighted profiles are shown below.

Table 3.1 Weighted and unweighted profiles

SOCIAL GRADE WITHIN GENDER				
	Weighted		Unweighted	
	Male	Female	Male	Female
ABC1				
16-34	5.4%	5.0%	4.2%	4.1%
35-54	14.9%	15.3%	13.5%	14.9%
55+	7.9%	7.3%	11.0%	7.6%
C2				
16-34	2.2%	2.0%	1.4%	1.7%
35-54	5.8%	4.7%	4.3%	4.2%
55+	3.4%	2.5%	4.1%	2.7%
DE				
16-34	1.9%	3.1%	1.8%	2.7%
35-54	4.8%	5.6%	5.2%	5.9%
55+	3.2%	4.9%	4.8%	5.9%
Full time	27.6%	16.2%	21.7%	15.5%
Part time	2.5%	9.9%	3.1%	8.2%
Not working	19.1%	23.8%	24.9%	25.7%
NORTH EAST	4.2%		4.1%	
NORTH WEST	11.6%		11.8%	
YORKSHIRE AND THE HUMBER	6.4%		8.9%	
SCOTLAND	9.3%		9.6%	
EAST MIDLANDS	8.2%		8.5%	
WEST MIDLANDS	9.2%		9.6%	
EAST	8.8%		9.8%	
WALES	5.9%		5.6%	
LONDON	11.3%		12.5%	
SOUTH EAST	15.0%		10.0%	
SOUTH WEST	9.9%		9.3%	

A small number of participants gave answers which meant we were unable to include them in the weighting. In these cases, they were given a weight of 1 for that dimension (i.e. the weighting had no impact for them).

⁷ Previous to this, the survey was run as part of an omnibus, so the weighting targets were based on weighting all cases to be nationally representative (based on age, social grade within gender, working status within gender and government office region), then filtering out ineligible respondents (those without responsibility for their household energy supply) from the dataset. As this was no longer possible once the survey was run as a bespoke survey, the weights developed through this process in 2016 have been used since.

These were as follows:

- 25 people refused to give their age
- 3 people refused to state their gender
- 29 people did not know their working status, and 12 people refused to say

3.1.2 Wales / Scotland Boosts

Unweighted and weighted sample profiles for the Wales and Scotland tabulations are shown below. Weighting targets were taken from the Beaufort and TNS Omnibus Surveys carried out in 2018.

	Wales		Scotland	
	Wtd	Unwtd	Wtd	Unwtd
Male	47.0%	50.8%	48.0%	49.4%
Female	53.0%	49.2%	52.0%	50.6%
16-34	22.0%	14.2%	22.0%	18.0%
35-64	49.0%	48.2%	50.0%	44.4%
65+	29.0%	37.6%	28.0%	37.5%
AB	20.0%	23.0%	21.0%	24.1%
C1	28.0%	31.7%	35.0%	27.4%
C2	20.0%	22.1%	20.0%	18.0%
DE	32.0%	23.2%	24.0%	30.5%

3.2 Statistical significance

When using the survey results it is important to remember that not all differences are statistically significant. The participants who took part in the survey are only a sample of the total "population", so we cannot be certain that the figures obtained are exactly those that would have been reached if everyone had taken part (the "true" values).

For survey results based on a random probability sampling approach, we can predict the variation between the sample results and the "true" values using the sample size and the result for each question. The confidence with which we can make this prediction is 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range (the confidence interval). We can also test whether the difference between the results of two separate groups (e.g. the 2016 and 2014 surveys) are statistically significant. To be statistically significant, the difference must be greater than the 95% confidence interval.

Had the survey been based on a simple random sample we would have considered a difference of two percentage points or more to be significant at the $p < 0.05$ level (with slight variation according to the size of the proportions). However, as the all waves of the survey have been conducted using a random location quota sample, rather than a random probability sample, statistical differences are presented (both in the main report and on the accompanying data tables) on an indicative basis only.

3.3 Key definitions

Some of the key terminology used throughout both the written and technical reports is listed below:

- P12M engaged – switched supplier, tariff, or compared in the past 12 months
- P12M unengaged – none of the above actions in the past 12 months
- Ever switched – have ever switched supplier
- Never switched – have never switched supplier

- P12M switchers – switched supplier or tariff in past 12 months
- P12M supplier switchers – switched supplier in the last year
- P12M tariff switchers – switched tariff in the last year
- P12M comparers – compared supplier / tariff in the last year (but not switched)
- Price cap eligible – best estimate: consumers on a standard variable tariff

3.4 Calculating overall results

The survey contains different versions of certain questions in order to capture differences between gas consumers, electricity consumers, those who use both, and those on a dual fuel tariff. Some variables in the tables and SPSS file are therefore based on two measures, one asked of gas consumers (either gas only or gas and electricity consumers) and one asked of electricity consumers (electricity only, or gas and electricity consumers). For these variables, results were calculated by averaging data across the two questions, to provide a single overall figure.

Where separate dual supply, gas and electricity questions were asked, results were calculated by averaging data across the three questions. The same approach was taken in 2018, 2017 and 2016.

Results were based on the proportion of consumers or the proportion of actions as appropriate.

Example of average result based on proportion of consumers – switching supplier in the last 12 months (variable Q138_ Q139 in the tables):

When calculating the proportion of consumers who have switched supplier in the last 12 months, there were two separate gas and electricity questions:

- Q138, whether switched electricity in the last 12 months, asked of all participants who have an electricity supply (and are responsible for it) and had switched at least once at Q21;
- Q139, whether switched gas in the last 12 months, asked of all participants who have a gas supply (and are responsible for it) and had switched at least once at Q22;

NB. for analysis purposes, the tables for Q138 and Q139 were rebased on **all** those who had a gas / electricity supply and are responsible for it.

Consumers who have both gas and electricity supply were asked both questions, and they are included in the 'switched' figure if they have switched gas, electricity or both in the last 12 months. The average result is calculated as the proportion of consumers who switched gas and/or electricity ('Yes' at Q138 and/or Q139 = 963) within the total number of consumers (4001). Therefore, $963/4001*100 = 24\%$ of consumers switched supplier in the 2019 survey.

The below table shows metrics reported on that are calculated using the above approach.

Table 3.1 Examples of metrics which are calculated as % of consumers

Metric	Question Numbers
Any of the 6 Largest suppliers	Q3_Q151 / Q4_Q151
Payment type for gas and/or electric	Q5 / Q6
Switched supplier in the last 12 months	Q138 / Q139
Ever switched	Q21 / Q22
Changed tariff with existing supplier in the last 12 months	Q35 / Q36

Ever changed tariff with existing supplier	TmesG / TmesE
Compared tariffs with other supplier (but not switched supplier or changed tariff) in the last 12 months	ChngG / ChngE
Compared tariffs with own supplier (but not switched supplier or changed tariff) in the last 12 months	ChngG / ChngE
Active Consumers - Active in the energy market in the last 12 months either by comparing tariffs, changing their tariff with their existing energy supplier or switching supplier	Q138 / Q139 / TmesG / /TmesE / ChngG / ChngE
Changed payment method in the last 12 months	ChngG / ChngE

Example of average result based on proportion of actions/responses – how satisfied participants are with their current supplier

For the question of how satisfied a participant is with the overall service they receive from their current supplier, there were three questions:

- Q59 'How satisfied or dissatisfied are you with the overall service you receive from your current gas supplier?'
- Q63 'How satisfied or dissatisfied are you with the overall service you receive from your current electricity supplier?'
- Q67 'How satisfied or dissatisfied are you with the overall service you receive from your current energy supplier?'

The aim of this question is to measure how energy suppliers in general are rated in terms of providing satisfactory service, so it make sense to base the combined Q59/63/67 variable on the number of responses (so that both responses are taken into account for participants with different gas and electricity suppliers), rather than on the number of participants. The number of 'good' responses (codes very satisfied / satisfied) recorded at these questions was 3130 out of the total number of responses across these questions (4056). Therefore, $3130/4056*100 = 78\%$ of responses were rated as 'satisfactory'.

The below table shows metrics reported on that are calculated using the above method

Table 3.2 Examples of metrics which are calculated as a % of responses

Metric	Question Numbers
Switched via an online price comparison service / Switched by another method	Q29 / Q34 / Q156
Confident on the best energy deal for them	Q123 / Q124 / Q125
Satisfied with overall service received from current supplier(s)	Q59 / Q63 / Q67
Trust current supplier(s) to...treat them fairly in their dealings with them	Q60_1 / Q64_1 / Q68_1
Trust current supplier(s) to...provide clear and helpful information	Q60_2 / Q64_2 / Q68_2
Trust current supplier(s) to...charge a fair price	Q60_3 / Q64_3 / Q68_3

3.5 Segmentation

Cases from the 2019 dataset were allocated into the segmentation set up in 2017 using the allocation algorithm and shortened question set⁸. The same questions were used in 2018. The overall allocation efficiency was 78%. This means that 78% of cases were allocated into the same segment they would have been allocated to if they had completed the full segmentation questionnaire (and not only the shortened question set).

3.6 Accompanying data tables and SPSS

Supporting data tables, in MS Excel, showing full socio-demographic variations are published alongside the main and technical reports. These tables include statistical significance testing at the 95% level of confidence. Each question from the 2019 survey is presented against a series of analysis crossbreaks (including standard demographics such as age and social grade, and survey-specific variables such as level of engagement, supplier type and segment). The data tables also include a set of tables showing each analysis crossbreak against the other analysis crossbreaks. There are three sets of tables in 2019 – the main Great Britain dataset, (the 4001 sample), an all-Wales set (standard and boost Wales samples), and an all-Scotland set (standard and boost samples).

An SPSS data file is also available from Ofgem upon request. This provides participant level data for further analysis, and includes derived variables and crossbreaks included in the main report and data tables (but excluding variables suppressed under the Utilities Act, Section 105).

⁸ See appendix 5.3

4 Annex tables

Table 4.1 Key results – 2014 vs 2015 vs 2016 vs 2017 vs 2018 vs 2019

Question No.	Calculation method ⁹	Question	2014	2015	2016	2017	2018	2019
		<i>Base all consumers unless otherwise stated (2014:6151; 2015:5934; 2016:5956; 2017: 4001; 2018: 4064; 2019: 4001)</i>	<i>Percentage</i>					
Awareness and activity in the energy market								
Q14	Simple %	Aware that consumers can switch supplier	88	90	89	86	87	90
Q14	Simple %	Aware that consumers can change tariff with existing supplier	82	85	84	77	81	82
Q14	Simple %	Aware that consumers can change payment method	80	83	85	79	82	84
Q14	Simple %	Aware of all three actions	75	79	80	72	69	65
Q14	Simple %	Aware of none of the actions/don't know	8	6	5	6	8	5
Q138/ Q139	% consumers	Switched supplier in the last 12 months	14	13	15	18	18	24
Q138/ Q139	% consumers	Switched supplier, but not in the last 12 months	53	51	48	43	43	46
Q21/ Q22	% consumers	Ever switched supplier ^{10*}	67	63	63	62	65	69
Q21/ Q22	% consumers	Never switched*	40	33	45	35	34	27
WhnSG/ WhnSE	% consumers	Changed tariff with existing supplier in the last 12 months*	16	17	17	16	15	19
ChngG/ ChngE	% consumers	Compared tariffs with other supplier (but not switched supplier or changed tariff) in the last 12 months*	7	9	9	11	26	29
ChngG/ ChngE	% consumers	Compared tariffs with own supplier (but not switched supplier or changed tariff) in the last 12 months*	7	8	7	9	20	24

* Whether the metric is derived from as a simple percentage, or calculated from the proportion of consumers or the proportion of responses (as detailed in section 3.4)

¹⁰Whether participant has ever switched either gas or electricity supplier

Question N°	Calculation method ⁹	Question	2014	2015	2016	2017	2018	2019
Q138/ Q139/ WhnSG/ WhnSE/ ChngG/ ChngE	% consumers	Active Consumers - Active in the energy market in the last 12 months either by comparing tariffs, changing their tariff with their existing energy supplier or switching supplier*	34	37	37	41	41	49
ChngG/ ChngE	% consumers	Changed payment method in the last 12 months*	4	4	4	6	6	6
Consumer segments								
Derived		Market sceptics				14	11	10
Derived		Happy shoppers				20	19	23
Derived		Anxious avoiders				13	16	14
Derived		Contended conformers				20	20	16
Derived		Hassle haters				20	21	17
Derived		Savvy switchers				13	13	19
Behaviour around switching and comparing								
Q160	Simple %	Switched supplier, changed tariff or compared tariffs to save money <i>Base: Active Consumers - All those who switched supplier, changed tariff or compared tariffs in the last 12 months (2014: 2000; 2015:2034; 2016:2112; 2017: 1558)</i>	91	91	91	91	91	84

Question N°	Calculation method ⁹	Question	2014	2015	2016	2017	2018	2019
Q166	Simple %	Currently or expects to pay less for energy as a result of switching supplier or changing tariff <i>Base: All those who switched supplier or changed tariff with the aim of saving money¹¹ (2014: 1352; 2015:1306; 2016:1424; 2017: 957)</i>	77	83	86	83	79	83
Q165	Simple %	Found out about deals offered when last compared, changed or switched via an online price comparison service <i>Base: Active Consumers - All those who switched supplier, changed tariff or compared tariffs in the last 12 months (2014: 2000; 2015:2034; 2016:2112; 2017: 1558)</i>	39	46	51	49	54	49
Q123 / Q124 / Q125	% responses	Confident on the best energy deal for them	55	48	50	56	58	57
Experiences in the energy market								
Q73	Simple %	Feel there is about the right amount of choice of different tariffs available	45	44	48	46	47	42
Q145	Simple %	Feel it is easy to compare tariffs	37	38	43	47	51	51
Q59 / Q63 / Q67	% responses	Satisfied with overall service received from current supplier(s)	72	75	77	77	76	78
Q60_1 / Q64_1 / Q68_1	% responses	Trust current supplier(s) to...treat them fairly in their dealings with them	62	64	66	67	73	67
Q60_2 / Q64_2 / Q68_2	% responses	Trust current supplier(s) to...provide clear and helpful information	65	64	66	66	73	68

¹¹ Consumers who said 'Yes' at any of Q18, Q19, Q35, Q36, Q20 AND 'Save money' at Q160

Question No.	Calculation method ⁹	Question	2014	2015	2016	2017	2018	2019
Q60_3 / Q64_3 / Q68_3	% responses	Trust current supplier(s) to...charge a fair price	51	55	58	58	65	59
Q76	Simple %	Made a complaint	10	9	9	10	10	14
Q81	Simple %	Had reason to complain but didn't <i>Base: All those who hadn't complained in the last 12 months to current/previous supplier (2014: 5568; 2015: 5399; 2016:5446)</i>	3	4	3	2	3	3
Empow	Simple %	Agree that 'I always check bank or building society statements when I get them'	80	81	82	83	82	82
Energy supply and payment/account characteristics								
Q1	Simple %	Gas supply only	<1	<1	<1	<1	<1	<1
Q1	Simple %	Electricity supply only	10	11	12	11	10	11
Q1	Simple %	Gas and electricity supply	90	89	88	89	90	89
Q10	Simple %	On an online tariff	34	39	47	50	53	61
Q11	Simple %	On a fixed term tariff	42	38	40	50	53	57
Q11	Simple %	On a standard variable tariff or mixed arrangement	58	62	60	41	39	31
Q5 / Q6	% consumers	Pays for gas and/or electricity by direct debit*	65	71	73	73	77	79
Q5 / Q6	% consumers	Pays for gas and/or electricity by prepayment meter*	15	18	16	17	14	13
Q13	Simple %	Has an electricity (time of use) meter <i>Base: All those who have an electricity supply (2014:6130; 2015:5923; 2016:5939)</i>	12	11	12	25	24	21

Table 4.2 Key segment characteristics

	Market Sceptics	Happy Shoppers	Anxious Avoiders	Contented Conformers	Hassle Haters	Savvy Searchers
<i>Base= all consumers within segment:</i>						
	411	896	588	680	674	752
Switched supplier in the last 12 months	20%	41%	19%	8%	17%	29%
Switched, but not in the last 12 months	48%	44%	38%	49%	42%	52%
Ever switched supplier	67%	86%	58%	57%	60%	83%
Never switched supplier	31%	14%	41%	42%	40%	17%
Changed tariff in the last 12 months	17%	26%	13%	11%	16%	24%
Compared tariffs with those offered by other suppliers ¹²	26%	43%	16%	13%	24%	41%
Compared tariffs with those offered by existing supplier	25%	32%	16%	14%	19%	31%
Made a complaint	25%	13%	12%	11%	11%	15%
% of consumers in England	86%	86%	87%	81%	83%	85%
% of consumers in Wales	5%	5%	5%	6%	6%	8%
% of consumers in Scotland	9%	9%	7%	13%	10%	7%

¹² Please note that in 2014 the comparison questions were asked of those who had not switched supplier or changed tariff in the last 12 months only, whereas in 2015 all consumers were asked these questions

	Market Sceptics	Happy Shoppers	Anxious Avoiders	Contented Conformers	Hassle Haters	Savvy Searchers
Aged 16-34	15%	19%	19%	16%	26%	19%
Aged 35-64	55%	54%	46%	37%	56%	56%
Aged 65+	29%	27%	34%	47%	17%	25%
Social Grade AB	27%	27%	17%	20%	24%	32%
Social Grade C1	27%	35%	26%	29%	28%	38%
Social Grade C2	19%	21%	24%	21%	20%	19%
Social Grade DE	27%	18%	34%	30%	28%	12%
Owner Occupier	67%	68%	53%	61%	55%	75%
Social Renter	13%	14%	26%	24%	23%	11%
Private Renter	17%	14%	17%	13%	20%	11%
English is not first/main language	2%	2%	3%	4%	10%	2%
Agree that 'I always check bank or building society statements when I get them'	85%	91%	49%	91%	87%	83%
Regular internet user (at least once a day)	83%	90%	67%	70%	87%	94%
On a fixed term tariff	47%	67%	47%	52%	53%	64%
Pays for gas and/or electricity by direct debit	80%	88%	77%	76%	76%	90%

	Market Sceptics	Happy Shoppers	Anxious Avoiders	Contented Conformers	Hassle Haters	Savvy Searchers
Pays for gas and/or electricity by prepayment meter	12%	9%	16%	14%	20%	8%
Has an electricity (time of use) meter	18%	22%	25%	19%	23%	19%
6 Largest Supplier for gas and/or electricity	73%	49%	65%	75%	70%	54%

In the tables that follow, significant differences are marked as follows:

- ▲▼ denote significant differences between sub-groups and the average
- ↑↓ denote significant differences over time

Table 4.2 Supplier switching levels – comparison within sub-groups over time

Group		2019		2018		2017		2016		2015	
		Base	%	Base	%	Base	%	Base	%	Base	%
All consumers		4001	24	4064	18	4001	18	5956	15	5934	13
Age	16-34	629	27▲↑	805	21▲	807	22▲↑	1147	19▲	1098	17▲
	35-64	1905	27▲↑	1984	21▲	2049	19▲↑	2679	16▲	2734	15▲
	65+	1442	17▼↑	1253	12▼	1126	12▼↑	2130	11▼↑	2102	8▼
Social Grade	AB	1016	27▲↑	741	23▲	752	22▲↑	1171	18▲	1071	16▲
	C1	1197	27▲↑	1074	21▲	1083	20▲↑	1551	15▲	1469	14▲
	C2	731	23↑	725	16↑	806	13▼	1139	14▼	1066	12▼
	DE	1057	18▼↑	1524	12▼	1360	13▼↑	2095	12▼↑	2328	10▼
Income	Under £16K pa	695	21▼↑	984	16	859	15↑	2093	12	2406	11
	£16K+ pa	1665	28▲↑	1877	21▲	1805	21▲↑	2995	17▲↑	2735	15▲
Internet use	Frequent user	2331	26▲↑	2939	21▲	2923	21▲↑	4023	17▲	4257	16▲
	Infrequent user	756	9▼↑	1094	9▼	1043	8▼	1856	7↑	1677	4
How pay	Direct debit	3169	27▲↑	3013	20▲	2799	19▲↑	4238	16▲	4216	15▲
	Standard credit	268	6▼	271	7▼	339	7	515	6	603	5
	Prepayment	485	16▼	658	20	779	18▲	981	16▲	1054	13▲
meter											
Supplier	Any of the 6 large suppliers	2534	15▼↑	2945	11▼	3082	11↑	4716	9	4986	8

Group		2019		2018		2017		2016		2015	
		Base	%	Base	%	Base	%	Base	%	Base	%
	With a medium/smaller supplier	1467	39▼	1119	38▲	919	37▲	1240	36▲	948	38▲
Country	England	3392	25▲	3052	19	3453	18▲	5057	16▲	5069	14▲
	Scotland	386	23	662	18▲	357	13▼	524	12	551	10
	Wales	223	20	350	18▼	191	24▲▲	375	12	314	11

Table 4.3 Tariff changing levels – comparison within sub-groups over time

Group		2019		2018		2017		2016		2015	
		Base	%	Base	%	Base	%	Base	%	Base	%
	All consumers	4001	19	4064	15	4001	16▲	5956	17▲	5934	17▲
Age	16-34	629	17▲	805	12▼	807	13▼	1147	12▼	1138	14▼
	35-64	1905	20▲	1984	17▲	2049	17▲	2679	19▲	3108	18▲
	65+	1442	18▲	1253	14	1126	15	2130	17▲	1688	17▲
Social Grade	AB	1016	23▲▲	741	19▲	752	21▲	1171	23▲	1339	27▲
	C1	1197	20▲	1074	16	1083	18▲	1551	18▲	1889	18▲
	C2	731	17	725	14	806	12▼	1139	15▲	1236	15▲
	DE	1057	13▼▲	1524	9▼▼	1360	11▼	2095	11▼	1470	9▼
Income	Under £16K pa	695	17▼	984	13▼	859	14▲	2093	11	1896	10
	£16K+ pa	1665	22▲▲	1877	17▲	1805	18▲	2995	20	3278	22▲
Internet use	Frequent user	3221	20▲▲	2939	17▲	2923	18▲	4023	19▲	4642	20▲
	Infrequent/non-user	756	11▲	1094	8▼	1043	10	686	12▲	1292	8
How pay	Direct debit	3169	21▲▲	3013	17▲	2799	18▲	4135	21▲	4216	22▲

Group		2019		2018		2017		2016		2015	
		Base	%	Base	%	Base	%	Base	%	Base	%
	Standard credit	268	7▼	271	8▼	339	7▼	606	9▲	603	9▲
meter	Prepayment	485	11▼	658	9▼	779	9▼↑	1087	5▼	1054	6▼
Supplier	Any of the 6 large suppliers	2534	17▼↑	2945	13▼	3082	14	4716	16	4986	17
	With a medium/ smaller supplier	1467	21	1119	21▲	919	21▲	1240	18	948	19
Country	England	3392	19↑	3052	15	3453	16▲	5057	17	5069	18▲
	Scotland	386	18	662	14	357	12▼	524	17↑	551	16
	Wales	223	17	350	15	191	15	375	15	314	12

Table 4.4 Other supplier comparison levels – comparison within sub-groups over time

Group		2019		2018		2017		2016		2015	
		Base	%	Base	%	Base	%	Base	%	Base	%
	All consumers	4001	29↑	4064	26	4001	25▲	5956	26▲	5934	26▲
Age	16-34	629	28	805	27	807	25▲	1147	25▲	1138	25▲
	35-64	1905	33▲↑	1984	29▲	2049	28▲	2679	30▲	3108	29▲
	65+	1442	22▼	1253	19▼	1126	20▼	2130	21▼	1688	21▼
Social Grade	AB	1016	39▲	741	38▲	752	36▲	1171	36▲	1339	37▲
	C1	1197	34▲↑	1074	27	1083	29▲	1551	28▲	1889	29▲
	C2	731	25▼	725	22▼↑	806	17▼	1139	24▲	1236	23▲
	DE	1057	16▼	1524	14▼	1360	15▼	2095	16▼	1470	16▼
Income pa	Under £16K	695	24▼↑	984	18▼	859	20	2093	17	1896	17

Group		2019		2018		2017		2016		2015	
		Base	%	Base	%	Base	%	Base	%	Base	%
	£16K+ pa	1665	36▲▲	1877	32▲	1805	31▲	2995	32▲	3278	32▲
Internet use	Frequent user	2331	33▲▲	2939	30▲	2923	29▲	4023	31▲	4642	31▲
	Infrequent user	756	9▼	1094	10▼	1043	14	686	11	1292	10
How pay	Direct debit	3169	33▲▲	3013	28	2799	29▲	4135	31▲	4216	31▲
	Standard credit	268	14▼	271	13▼	339	13▼	606	15▼	603	14▼
	Prepayment meter	485	15▼	658	18▼	779	15▼	1087	15▼	1054	16▼
Supplier	Any of the 6 large suppliers	2534	22▼	2945	21▼	3082	20	4716	24	4986	23
	With a medium/smaller supplier	1467	41	1119	39▲	919	41▲▲	1240	34▲	948	41▲
Country	England	3392	30▲	3052	25	3453	26▲	5057	27	5069	27▲
	Scotland	386	27	662	25▲	357	17▼	524	24▲	551	24▲
	Wales	223	26	350	32▲	191	27▲	375	23	314	20

5 Questionnaire and filters

5.1 Changes and additions made to questionnaire between 2018 and 2019

Type/ description	Question number	Question name	2018	2019
Addition/ new question	<i>DUMHH</i>	<i>DUMHH</i>		CODE TALKING ABOUT INDIVIDUAL ALONE, OR AS PART OF HOUSEHOLD AS FOLLOWS: Q2 = 1 -> INDIVIDUAL Q2 = 2 -> JOINTLY WITH HOUSEHOLD
Addition/ new question	<i>Trust</i>	<i>Trust</i>		I will show you a list of different organisations. To what extent do you trust or distrust each to be fair in the way they deal with customers and citizens? Energy suppliers Internet/broadband suppliers Banks/building societies Insurance companies <ol style="list-style-type: none"> 1. Completely trust 2. Tend to trust 3. Neither trust nor distrust 4. Tend to distrust 5. Completely distrust
New intro text	<i>INTRO 3</i>	<i>INTRO 3</i>	Now some questions specifically about energy suppliers	Now some more questions specifically about energy suppliers. Here we are interested in the energy supply to your household, and how your household choose and uses energy
Amendment/ change to answer codes	<i>Q3</i>	<i>Q3</i>	Old supplier list	New supplier list

Type/ description	Question number	Question name	2018	2019
Amendment/ change to answer codes	Q4	Q4	Old supplier list	New supplier list
Amendment/ change to answer codes	Q151	Q151	Old supplier list	New supplier list
Amendment to question wording	Q10	Q10	Do you primarily manage your <gas/ electricity/ gas and electricity> account online or via an app?	Do you primarily manage your <gas/ electricity/ gas and electricity> account online or via an app? This would include things like submitting meter readings, checking your energy use or changing your direct debit.
Addition/ new question	ENG	ENG		Thinking about energy generally. To what extent do you agree or disagree with these things? i. I understand how much energy is used around my home ii. I'm concerned about how much energy is used in our home 1. Disagree strongly 2. Disagree 3. Disagree slightly 4. Neither agree nor disagree 5. Agree slightly 6. Agree 7. Agree strongly 99. Don't know 98. Prefer not to say
Amendment to question wording	Q11	Q11	A fixed term tariff is a tariff that has a definite end date. Are you on a fixed term tariff for <gas / electricity / gas and electricity>?	A fixed term tariff is a tariff that has a definite end date and you pay a set rate per unit of energy. Are you on a fixed term tariff for <gas / electricity / gas and electricity>?
Amendment/ change to answer codes and wording	Q13	Q13	Do you pay different amounts for your energy depending on when you use it. For example, energy costs you less at night-time or you get free energy at the weekend?	Do you pay different amounts for your energy depending on when you use it because you are on one of the following meters or tariffs?

Type/ description	Question number	Question name	2018	2019
			1: Yes, gas only 2: Yes, electricity only 3: Yes gas and electricity 4: No 98: Refused 99: Don't know	1. Yes – an Economy 7 meter 2. Yes – an Economy 10 meter 3. Yes- an other time of use tariff 96. No 98 Refused 99 Don't know
Amendment/ change to question wording	SM1	SM1	Smart meters monitor energy consumption in the home. Before today had you heard of smart meters? 1: Yes 2: No 98: Refused 99: Don't know	Before today had you heard of smart meters? 1: Yes 2: No 98: Refused 99: Don't know
Addition/ new question	SM7	SM7		Of the two energy meters described below, which is <u>most similar</u> to the one in your home? Meter A: monitors energy use, Automatically sends readings of how much energy has been used in your home to your supplier, Shows how much energy has been used in pounds and pence on a display or an app or online account, Has been installed in the last five years, If you prepay for energy, you can top-up via your mobile or online Meter B: Monitors energy use, You or someone else in your household personally send readings of how much energy has been used in your home to your supplier, OR someone from your supplier visits your home to take meter readings, <u>Does not</u> show how much energy has been used in pounds and pence on a display or an app or online account, Was installed more than

Type/ description	Question number	Question name	2018	2019
				<p>five years ago, If you prepay for energy, you must top-up at a PayPoint, Post Office or other shop</p> <p>1. Meter A 2. Meter B 3. I have both types of meters in my home 98: Refused 99: Don't know</p>
Amendment/ change to answer codes	SM6	SM6	<p>SHOW SCREEN</p> <p>As a result of getting a smart meter, to what extent do you do the following things? Please only think about what you've done since you've received a smart meter, compared to what you did before you had a smart meter. Since receiving a smart meter, to what extent...</p> <p>1. Do you use less energy 2. Do you use certain appliances or devices less often 3. Have you stopped using certain appliances or devices 4. Do you turn off the lights more 5. Do you keep the thermostat at a lower temperature</p> <p>1. Greatly 2. Fairly 3. Slightly 4. Not at all</p>	<p>As a result of getting a smart meter, to what extent do you do the following things? Please only think about what you've done since you've received a smart meter, compared to what you did before you had a smart meter. Again, please think about the behaviour of the household as a whole, not just you.</p> <p>Since receiving a smart meter, to what extent...</p> <p>i. Do you use less energy ii. Do you use certain appliances or devices less often iii. Have you stopped using certain appliances or devices iv. Do you turn off the lights more v. Do you keep the thermostat at a lower temperature vi. Do you monitor your energy use more closely vii. Do you encourage others in the household to use less energy</p> <p>1. Greatly 2. Fairly 3. Slightly 4. Not at all</p>

Type/ description	Question number	Question name	2018	2019
				5. Not applicable – noone else in household 98: Refused 99: Don't know
Addition/ new question	<i>METHODS</i>	<i>METHODS</i>		Which of these ways to compare energy deals and switch energy suppliers have you ever heard of? <ol style="list-style-type: none"> 1. Switching direct with the supplier (e.g. by phone, on their website) 2. Through a price comparison website (e.g. GoCompare, ComparetheMarket, Uswitch) 3. Using a service that scans the energy market and contacts you if there is a better deal available (e.g. Auto Sergei, Moneysavingexpert/Martin Lewis Cheap Energy Club) 4. Using an auto-switching service that automatically switches you on to a better energy deal if there's one available (e.g. Flipper, WeFlip, Lookaftermybills) 5. None of these 6. Don't know
Addition/ new question	<i>METHODS2</i>	<i>METHODS2</i>		And which, if any of these has your household signed up to? <ol style="list-style-type: none"> 7. Using a service that scans the energy market and contacts you if there is a better deal available (e.g. Auto Sergei, Moneysavingexpert/Martin Lewis Cheap Energy Club)

Type/ description	Question number	Question name	2018	2019
				<p>8. Using an auto-switching service that automatically switches you on to a better energy deal if there's one available (e.g. Flipper, WeFlip, Lookaftermybills)</p> <p>9. None of these</p> <p>10. Don't know</p>
Amendment to question wording	Q21	Q21	<p>How many times, if at all, have you ever switched your gas supplier?</p> <p>1: Once 2: Twice 3: Three times 4: Four times or more 5. Don't know how many times, but I definitely have switched gas supplier before 6: Have never switched gas supplier 98: Refused 99: Don't know</p>	<p>How many times, if at all, have you ever switched your gas supplier? You could have switched direct with the supplier, through a price comparison website, or through an automated switching service (e.g. Flipper, Weflip).</p> <p>1: Once 2: Twice 3: Three times 4: Four times or more 5. Don't know how many times, but I definitely have switched gas supplier before 6: Have never switched gas supplier 98: Refused 99: Don't know</p>
Amendment to question wording	Q22	Q22	<p>How many times, if at all, have you ever switched your gas supplier?</p> <p>1: Once 2: Twice 3: Three times 4: Four times or more 5. Don't know how many times, but I definitely have switched gas supplier before 6: Have never switched gas supplier 98: Refused 99: Don't know</p>	<p>How many times, if at all, have you ever switched your gas supplier? You could have switched direct with the supplier, through a price comparison website, or through an automated switching service (e.g. Flipper, Weflip).</p> <p>1: Once 2: Twice 3: Three times 4: Four times or more 5. Don't know how many times, but I definitely have switched gas supplier before 6: Have never switched gas supplier</p>

Type/ description	Question number	Question name	2018	2019
				98: Refused 99: Don't know
Amendment/ change to answer codes	<i>TIMESG</i>	<i>TIMESG</i>	<p>How many times if at all, have you ever switched your gas tariff? By this we mean, staying with the same gas supplier, but changing your deal e.g. moving from the supplier's variable rate to a fixed rate? Please don't think here about times when you have switched supplier, but just about when you switched tariff</p> <p>1: Once 2: Twice 3: Three times 4: Four times or more 5. Don't know how many times, but I definitely have switched gas tariff before 6: Have never switched gas tariff 98: Refused 99: Don't know</p>	<p>How many times if at all, have you ever switched your gas tariff? By this we mean, staying with the same gas supplier, but changing your deal e.g. moving from the supplier's variable rate to a fixed rate? Please don't think here about times when you have switched supplier, but just about when you switched tariff IF NECESSARY: You could have switched direct with the supplier, through a price comparison website, or through an automated switching service (e.g. Flipper, Weflip).</p> <p>1: Once 2: Twice 3: Three times 4: Four times or more 5. Don't know how many times, but I definitely have switched gas tariff before 6: Have never switched gas tariff 98: Refused 99: Don't know</p>
Amendment to question wording	<i>TIMESE</i>	<i>TIMESE</i>	<p>How many times if at all, have you ever switched your gas tariff? By this we mean, staying with the same gas supplier, but changing your deal e.g. moving from the supplier's variable rate to a fixed rate? Please don't think here about times when you have switched supplier, but just about when you switched tariff</p> <p>1: Once 2: Twice</p>	<p>How many times if at all, have you ever switched your gas tariff? By this we mean, staying with the same gas supplier, but changing your deal e.g. moving from the supplier's variable rate to a fixed rate? Please don't think here about times when you have switched supplier, but just about when you switched tariff IF NECESSARY: You could have switched direct with the supplier, through a price</p>

Type/ description	Question number	Question name	2018	2019
			3: Three times 4: Four times or more 5. Don't know how many times, but I definitely have switched gas tariff before 6: Have never switched gas tariff 98: Refused 99: Don't know	comparison website, or through an automated switching service (e.g. Flipper, Weflip). 1: Once 2: Twice 3: Three times 4: Four times or more 5. Don't know how many times, but I definitely have switched gas tariff before 6: Have never switched gas tariff 98: Refused 99: Don't know
Amendment/ change to answer codes	Q160	Q160	Thinking of the last time you <answer from Dumm1> , what were your priorities? money' IF 'Saving PROBE TO PRECODES PROBE: What other things were your priorities? 1: Saving money/paying less than before 2. Avoiding price rise 3: Get better customer service 4: Wanted a 'greener' tariff 5: Wanted a fixed term \ fixed price deal 6: Wanted a dual fuel package 7: Wanted an online tariff 8. Wanted to bundle with other services (e.g. energy and broadband or telephone combined) 9: Get other benefits (e.g. loyalty points) 10: The reputation of the supplier 11: Getting a smart meter \ in home display 12: Home energy related incentives (e.g. boiler maintenance, home insulation) 13: Preference for Big 6 (British Gas, Scottish Power, SSE, Eon, NPower, EDF)	Thinking of the last time you <answer from Dumm1> , what were your priorities? IF 'Saving money' PROBE TO PRECODES PROBE: What other things were your priorities? 1: Saving money/paying less than before 2. Avoiding price rise 3: Get better customer service 4: Wanted a 'greener' tariff 5: Wanted a fixed term \ fixed price deal 96: Other - please type in 98: Refused 99: Don't know

Type/ description	Question number	Question name	2018	2019
			14: Preference to avoid the Big 6 (British Gas, Scottish Power, SSE, Eon, NPower, EDF) 15: A supplier I know 16. To avoid the hassle of switching 97: Other - please type in 98: Refused 99: Don't know	
Amendment/ change to answer codes	<i>MainP</i>	<i>MainP</i>	And which of these was your main priority the last time you <answer from Dumm1>? Was it... 1: Saving money/paying less than before 2. Avoiding price rise 3: Get better customer service 4: Wanted a 'greener' tariff 5: Wanted a fixed term \ fixed price deal 6: Wanted a dual fuel package 7: Wanted an online tariff 8. Wanted to bundle with other services (e.g. energy and broadband or telephone combined) 9: Get other benefits (e.g. loyalty points) 10: The reputation of the supplier 11: Getting a smart meter \ in home display 12: Home energy related incentives (e.g. boiler maintenance, home insulation) 13: Preference for Big 6 (British Gas, Scottish Power, SSE, Eon, NPower, EDF) 14: Preference to avoid the Big 6 (British Gas, Scottish Power, SSE, Eon, NPower, EDF) 15: A supplier I know 16. To avoid the hassle of switching 9796: Other - please type in 98: Refused 99: Don't know	And which of these was your main priority the last time you <answer from Dumm1>? Was it... 1: Saving money/paying less than before 2. Avoiding price rise 3: Get better customer service 4: Wanted a 'greener' tariff 5: Wanted a fixed term \ fixed price deal 96: Other - please type in 98: Refused 99: Don't know

Type/ description	Question number	Question name	2018	2019
Amendment/ change to answer codes	Q161	Q161	<p>And thinking about the last time you <answer from Dumm1>, what were the main reasons that caused you to do that? IF NECESSARY: Was it something that happened that made you start to think about it, or was there something that you saw or heard or read?</p> <p>1 I received a bill or direct debit \ prepayment statement from my supplier 2 I received a price increase notice from my supplier 3 I received an end of fixed term tariff notice from my supplier 4 I received an annual summary or review from my supplier 5 I received information about my energy consumption from my supplier 5 I received a 'dead notice' from my supplier about my tariff 6 I saw a message on a communication from my supplier about how I could make savings by changing tariff or payment method with my current supplier 7 I received another communication from my supplier 8. I received a communication from another supplier 9 I experienced poor customer service 10 I moved home 11 I heard my energy supplier's prices were going up 12 Media coverage about energy suppliers in general 13 I was looking at a money saving website 14 I saw a TV advert/programme</p>	<p>And thinking about the last time you <answer from Dumm1>, what were the main reasons that caused you to do that? IF NECESSARY: Was it something that happened that made you start to think about it, or was there something that you saw or heard or read?</p> <p>1 I received a bill or direct debit \ prepayment statement from my supplier 2 I received a price increase notice from my supplier 3 I received an end of fixed term tariff notice from my supplier 4 I received an annual summary or review from my supplier 5 I received information about my energy consumption from my supplier 6 I saw a message on a communication from my supplier about how I could make savings by changing tariff or payment method with my current supplier 7 I received another communication from my supplier 8. I received a communication from another supplier 10 I moved home 14 I saw / heard advertising / media coverage on energy suppliers 21. Prompted by energy scanning service or automated switching service (e.g. Auto Sergei, Moneysavingexpert/ Martin lewis Cheap Energy Club) 20 Talked to a friend, family member, or neighbour 97: Other - please type in</p>

Type/ description	Question number	Question name	2018	2019
			15 I heard a radio advert/programme 16 I saw an ad/article in a newspaper/magazine 17 I saw someone post something on social media (Facebook, Instagram, Twitter, etc.) 18 I saw an advert/article online 19 Other advertising 20 Talked to a friend, family member, or neighbour 97: Other - please type in 98 Refused 99 Don't know	98 Refused 99 Don't know
Amendment/ change to answer codes	Q165	Q165	And when you last <answer from Dumm1>, how did you find out about the deals offered? 1: I used an online\website price comparison service (e.g. USwitch, Money Supermarket) 2: Using an automated switching service (e.g. Flipper, Voltz, Swuto, Energy Scanner) 3: I rang my supplier 4: I rang other suppliers 5: I looked at my supplier's own website 6: I looked at the websites of other suppliers 7: I spoke to a supplier salesperson in the street\shopping centre \ public place 8: A friend or family member told me about it 9: A supplier salesperson knocked at my door 10: A new supplier phoned me 11: I phoned a comparison service 12: Written communication or marketing material from supplier 13: Through a collective (group) switching campaign organised by a third party (e.g. council\charity\housing association \ Big Switch, ready to switch etc.) 14. Advertising (e.g. TV, radio, newspaper or online advert)	And when you last <answer from Dumm1>, how did you find out about the deals offered? 1: I used an online\website price comparison service (e.g. USwitch, Money Supermarket) 2. Using an energy scanning service (e.g. Auto Sergei, Martin Lewis Cheap Energy Club) 3: Using an automated switching service (e.g. Flipper, Voltz, Swuto, Energy Scanner) 4: I rang my supplier 5: I rang other suppliers 6: I looked at my supplier's own website 7: I looked at the websites of other suppliers 8: I spoke to a supplier salesperson in the street\shopping centre \ public place 9: A friend or family member told me about it 9: A supplier salesperson knocked at my door 14: Through a collective (group) switching campaign organised by a third party (e.g. council\charity\housing association \ Big Switch, ready to switch etc.) 97: Other - please type in 98 Refused 99 Don't know

Type/ description	Question number	Question name	2018	2019
			15. Article in the press (newspaper, magazine or online) 97: Other - please type in 98 Refused 99 Don't know	
Addition/ new question	NOTIF	NOTIF		You mentioned earlier that you signed up to <IF METHODS2 = 3> an auto switching service/ IF METHODS2 = 2 > an energy scanning service>. Can I check, have you received any notifications from them about energy deals in the past 12 months? 1. Yes, but no action taken 2. Yes, and it prompted me/us to look at energy deals, but no action was taken 3. Yes, and action was taken (e.g. switched supplier or tariff) 4. No, have not received any notifications 99. Don't know 98. Refused
Amendment/ change to answer codes	NOTSH	NOTSH	Are there any particular reasons why you have not <shopped around to see if there are any better energy deals /switched tariff or switched supplier>? Cost/price 1. Existing supplier/tariff is satisfactory 2. Didn't think I'd save enough to make it worthwhile changing 3. Confident I'm on the best deal for me 4. Payment / direct debit all set up Quality / reliability – existing supplier 5. Good service from existing supplier (including customer service, reliable supply etc)	Are there any particular reasons why you have not <shopped around to see if there are any better energy deals /switched tariff or switched supplier>? Cost/price 1. Existing supplier/tariff is satisfactory 2. Didn't think I'd save enough to make it worthwhile changing 3. Confident I'm on the best deal for me Quality / reliability – existing supplier 5. Good service from existing supplier (including customer service, reliable supply etc) Existing supplier characteristics 7. Good reputation - existing supplier

Type/ description	Question number	Question name	2018	2019
			<p>6. Get accurate/useful/informative/clear bills on time</p> <p>Existing supplier characteristics</p> <p>7. Good reputation - existing supplier</p> <p>8. Green credentials - existing supplier</p> <p>9. Ethical credentials – existing supplier</p> <p>Additional features / services of existing supplier</p> <p>10. Customer loyalty scheme (e.g. perks, reward points, vouchers, cashback)</p> <p>11. Range of other products e.g. Boiler maintenance/home care service/emergency repair Searching for alternative</p> <p>12. Energy bundled in with other services (e.g. telephone, credit card)</p> <p>13. Difficult to find information (include information about own tariffs/bills/usage/other suppliers)</p> <p>14. Don't understand /difficult to compare tariffs</p> <p>Switching to alternative</p> <p>15. In debt to supplier</p> <p>16. Unable to switch- landlord won't allow</p> <p>17. Have smart meter/difficult to switch with smart meter</p> <p>18. Previous negative experience of switching</p> <p>19. Current contract longer than a year</p> <p>General</p> <p>20. Not interested</p> <p>21. Too complicated</p> <p>22. All suppliers are much the same/no difference</p> <p>23. Too much hassle/effort</p> <p>24. Wasn't aware you could switch/change</p> <p>25. Don't know how to do it</p> <p>96. Nothing specific</p> <p>97. Other (specify)</p>	<p>8. Green credentials - existing supplier</p> <p>Additional features / services of existing supplier</p> <p>10. Customer loyalty scheme (e.g. perks, reward points, vouchers, cashback)</p> <p>12. Energy bundled in with other services (e.g. telephone, credit card)</p> <p>13. Difficult to find information (include information about own tariffs/bills/usage/other suppliers)</p> <p>14. Don't understand /difficult to compare tariffs</p> <p>27. Because I receive special assistance from my supplier (e.g. help to read meters, bills in accessible format, on priority services register, receive warm home discount)</p> <p>Switching to alternative</p> <p>15. In debt to supplier</p> <p>16. Unable to switch- landlord won't allow</p> <p>17. Have smart meter/difficult to switch with smart meter</p> <p>Others</p> <p>20. Do not need to shop around as energy scanning/auto-switching service would say if a better deal is available</p> <p>21. Do not need to shop around as price cap will ensure I don't pay too much</p> <p>22. Don't want to risk switching because suppliers are going out of business</p> <p>General</p> <p>23. Not interested</p> <p>24. Too complicated</p> <p>25. All suppliers are much the same/no difference</p> <p>26. Too much hassle/effort</p> <p>96. Nothing specific</p> <p>97. Other (specify)</p>

Type/ description	Question number	Question name	2018	2019
			99. Don't know 98. Prefer not to say	99. Don't know 98. Prefer not to say
Amendment/ change to answer codes	Q156	Q156	Thinking of the last time you <answer from Dumm1> how did you switch? 1: Online price comparison service 2: Telephone price comparison service 3: Using an automated switching service (e.g. Flipper, Voltz, Swuto, Energy Scanner) 4: I contacted the supplier by phone 5: Through the supplier's website 6: Through a salesperson who knocked at my door 7: Through a salesperson in the street \ shopping centre \ other public place 8: Through a collective (group) switching campaign organised by a third party (e.g. council \ charity \ housing association \ Big Switch \ Ready to Switch etc.:) 9: Supplier contacted me by phone 97: Other - please type in 98: Refused 99: Don't know	Thinking of the last time you <answer from Dumm1> how did you switch? 1: Online price comparison service 2: Telephone price comparison service 10. Through an energy scanning service (e.g. Auto Sergei, Martin Lewis Cheap Energy Club) 3: Using an automated switching service (e.g. Flipper, Voltz, Swuto, Energy Scanner) 4: I contacted the supplier by phone 5: Through the supplier's website 6: Through a salesperson who knocked at my door 7: Through a salesperson in the street \ shopping centre \ other public place 8: Through a collective (group) switching campaign organised by a third party (e.g. council \ charity \ housing association \ Big Switch \ Ready to Switch etc.:) 9: Supplier contacted me by phone 97: Other - please type in 98: Refused 99: Don't know
Amendment/ change to answer codes and wording	PCWSW	PCWSW	Did you actually complete the switch through the online price comparison service, or did you find out information from them and then complete the switch in some other way (e.g. calling the supplier you wanted to switch to)? 1. Completed switch through price comparison service 2. Completed switch in some other way 99. Don't know	Did you actually complete the switch through the online price comparison service/scanning service/automatic switching service, or did you find out information from them and then complete the switch in some other way (e.g. calling the supplier you wanted to switch to)? 1. Completed switch through price comparison service/energy scanning service/automatic switching service

Type/ description	Question number	Question name	2018	2019
			98. Refused	2. Completed switch in some other way 99. Don't know 98. Refused
Amendment/ change to question wording	HELPS	HELPS	<p>Did anyone who doesn't live with you go through or help you through the switching process on your behalf? If so, who?</p> <ol style="list-style-type: none"> 1. No-one, I completed the switching process myself It was done for me by... 2. Parent/grandparent 3. Son/daughter (including in law) 4. Other relative 5. Friend/neighbour 6. Citizens' Advice Bureau 7. Local council 8. Charity or community group (e.g. Age UK, disability group) 97. Someone else (specify) 99. Don't know 98. Refused 	<p>Did anyone who doesn't live with you go through or help you through the switching process on your behalf? If so, who?</p> <p>Here, we don't want you to think about help given by price comparison sites or switching services, but about help that might be provided by other people or organisations.</p> <ol style="list-style-type: none"> 1. No-one, I completed the switching process myself It was done for me by... 2. Parent/grandparent 3. Son/daughter (including in law) 4. Other relative 5. Friend/neighbour 6. Citizens' Advice Bureau 7. Local council 8. Charity or community group (e.g. Age UK, disability group) 97. Someone else (specify) 99. Don't know 98. Refused
Amendment/ change to question wording	PCWSt	PCWSt	<p>To what extent do you agree or disagree with these things about price comparison websites?</p> <ol style="list-style-type: none"> i. Price comparison websites all have the same energy deals on them ii. Price comparison websites are unbiased in the way they display energy deals iii. Price comparison websites make clear how potential savings are calculated <p>1: Agree strongly</p>	<p>To what extent do you agree or disagree with these things about price comparison websites?</p> <ol style="list-style-type: none"> i. Price comparison websites all have the same energy deals on them ii. Price comparison websites are unbiased in the way they display energy deals <p>1: Agree strongly 2: Tend to agree 3: Neither agree nor disagree</p>

Type/ description	Question number	Question name	2018	2019
			2: Tend to agree 3: Neither agree nor disagree 4: Tend to disagree 5: Disagree strongly 98: Refused 99: Don't know	4: Tend to disagree 5: Disagree strongly 98: Refused 99: Don't know
Addition/ new question	WHENAPP	WHENAPP		Which of these do you tend to use on weekdays between 4pm and 8pm? [If necessary:]If the time varies, please tell me when they are done most often. Please select all that apply <ol style="list-style-type: none"> 1. Use <your washing machine/the wash cycle on your washer/dryer> 2. Use <your tumble dryer/ the dry cycle on your washer/dryer> 3. Use your dishwasher 4. Charge your electric vehicle 5. Varies too much to say 97. None of these 99. Don't know
Amendment/ change to answer codes	RISKS	RISKS	What, if anything, do you think might be the risks associated with switching energy suppliers? <ol style="list-style-type: none"> 1. Something might go wrong and they might get cut off 2. New supplier might not accept them (e.g. because they don't use much energy, they have a poor credit rating) 3. New supplier might not accept people who have a prepayment meter 4. New supplier needs to change cables/pipes 5. New supplier needs to change meter(s) 6. Might lose functionality of smart meter/have to go back to doing meter readings 	What, if anything, do you think might be the risks associated with switching energy suppliers? <ol style="list-style-type: none"> 1. Something might go wrong and they might get cut off 2. New supplier might not accept them (e.g. because they don't use much energy, they have a poor credit rating) 3. New supplier might not accept people who have a prepayment meter 4. New supplier needs to change cables/pipes 5. New supplier needs to change meter(s) 6. Might lose functionality of smart meter/have to go back to doing meter readings

Type/ description	Question number	Question name	2018	2019
			7. Might not save as much as they thought 8. Costs might go up 9. Supplier they switch to might go bust 10. Double/shock billing (might be billed by both suppliers) 97. Other risk (specify) 96. No risks 99. Don't know	7. Might not save as much as they thought 8. Costs might go up 9. Supplier they switch to might go bust 10. Double/shock billing (might be billed by both suppliers) 11. Might miss out on special assistance from my supplier (e.g. help to read meters, bills in accessible format, on priority services register, receive warm home discount) 97. Other risk (specify) 96. No risks 99. Don't know
Amendment/ change to answer codes	CONF2	CONF2	How confident or unconfident do you feel about doing these things related to energy suppliers? i. Comparing the different energy deals available ii. Choosing the best energy deal for your household iii. Making a complaint to your energy supplier, if you had a reason to complain iv. Understanding your energy bill 1: Very confident 2: Fairly confident 3: Neutral 4: Not very confident 5: Not confident at all 98: Refused 99: Don't know	How confident or unconfident do you feel about doing these things related to energy suppliers? i. Comparing the different energy deals available ii. Choosing the best energy deal for your household iii. Making a complaint to your energy supplier, if you had a reason to complain 1: Very confident 2: Fairly confident 3: Neutral 4: Not very confident 5: Not confident at all 98: Refused 99: Don't know

Type/ description	Question number	Question name	2018	2019
Addition/ new question	RECGAS	RECGAS		<p>On a scale of 0 to 10 when 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend your current gas supplier to a friend or colleague?</p> <p style="text-align: right;">Enter number 0-10 98: Refused 99: Don't know</p>
Addition/ new question	RECELEC	RECELEC		<p>On a scale of 0 to 10 when 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend your current electricity supplier to a friend or colleague?</p> <p style="text-align: right;">Enter number 0-10 98: Refused 99: Don't know</p>
Addition/ new question	RECENERGY	RECENERGY		<p>On a scale of 0 to 10 when 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend your current energy supplier to a friend or colleague?</p> <p style="text-align: right;">Enter number 0-10 98: Refused 99: Don't know</p>
Amendment/ change to question wording	QCAP1	QCAP1	<p>During the past year, the Government and Ofgem, the energy regulator, have capped energy prices for certain customers. This means that energy suppliers can charge those customers no more than the cap, though they can charge less if they want to. This capped rate is sometimes called a “safeguard tariff”.</p> <p>The price cap is different to a regular “fixed price” tariff you may have heard of. Fixed price</p>	<p>In the past year, a new energy price cap known as the default tariff price cap was introduced. Before today, had you heard of this?</p> <p style="text-align: right;">1:Yes 2:No 98:Refused 99:Don't know</p>

Type/ description	Question number	Question name	2018	2019
			<p>tariffs vary from supplier to supplier, and offer fixed price energy for a set amount of time (e.g. one year).</p> <p>The price cap is the same rate across all suppliers and fixes prices indefinitely, rather than for a year or two.</p> <p>Before today, had you heard that some energy prices for some customers have now been capped by government, and the energy regulator Ofgem?</p> <p>1:Yes 2:No 98:Refused 99:Don't know</p>	
Amendment/ change to question wording	QCAP2	QCAP2	<p>Do you think that your energy prices are currently covered under the Government and Ofgem's price cap?</p> <p>1: Yes 2:No 98: Refused 99: Don't know</p>	<p>The default tariff price cap limits the price per unit of energy for consumers on some types of tariff.</p> <p>Do you think that your household's energy prices are currently covered under the default tariff price cap?</p> <p>1: Yes 2:No 98: Refused 99: Don't know</p>
Addition/ new question	IMPACTCAP	IMPACTCAP		<p>Which of these best describes how the default energy price cap makes you feel about switching energy suppliers?</p> <p>11. Makes me much less likely to switch energy supplier in the future</p>

Type/ description	Question number	Question name	2018	2019
				12. Makes me a bit less likely 13. Makes no difference either way 14. Makes me a bit more likely 15. Makes me much more likely to switch energy supplier in the future 99. Don't know
Addition/ new question	<i>APPLIANCE</i>	<i>APPLIANCE</i>		Now, can we talk about using appliances in your household. Which, if any, of these appliances do you have in your household? 16. Electric room heater(s) – either fixed to the wall or free-standing 17. Washing machine 18. Tumble dryer 19. Combined washer/dryer 20. Dishwasher 21. Fully electric vehicle 22. Smart heating controls (e.g. NEST, HIVE) 23. Smart bulbs, smart lights, smart plugs 96. None of these 98: Refused 99: Don't know
Addition/ new question	<i>LOADSH</i>	<i>LOADSH</i>		How easy or difficult would it be for your household to change when you do these things to a time when there is less demand for energy (e.g. to the middle of the day or overnight)?

Type/ description	Question number	Question name	2018	2019
				i. Use <your washing machine/the wash cycle on your washer/dryer> (if codes 2 or 4 at APPLIANCE) ii. Use <your tumble dryer/ the dry cycle on your washer/dryer> (if codes 3 or 4 at APPLIANCE) iii. Use your dishwasher (if code 5 at APPLIANCE) iv. Charge your electric vehicle (if code 6 at APPLIANCE) 1. Very easy 2. Quite easy 3. Neither easy nor difficult 4. Quite difficult 5. Very difficult 99. Don't know
Addition/ new question	WHATPRE	WHATPRE		Can you tell me a bit about what prevents your household from being able to <do washing/drying/run the dishwasher/charge your electric vehicle> at a time when there is less demand for energy (e.g. to the middleof the day, or overnight)?
Addition/ new question	GGSAVE	GGSAVE		In the future, some energy suppliers may offer customers energy tariffs that could save them money if they change when they use their appliances or charge their electric vehicles to times when there is less demand for energy (e.g. in the daytime or overnight). Here, we're talking about appliances that use a lot of energy like washing machines, tumble dryers or dishwashers. You could save money

Type/ description	Question number	Question name	2018	2019
				<p>by running them at a time when energy costs less: by using a timer or an app, or by starting them yourself.</p> <p>How likely would you be to change when your household uses appliances or charges electric vehicles if this meant you could save £x per year on your energy bills?</p>
Addition/ new question	<i>INTCONT1</i>	<i>INTCONT1</i>		<p>How likely would you be to use appliances like this to reduce the cost of your household's energy bills</p> <ol style="list-style-type: none"> 1. Definitely would 2. Probably would 3. Might or might not 4. Probably would not 5. Definitely would not <p>99. DON'T KNOW</p>
Addition/ new question	<i>INTCOMF</i>	<i>INTCOMF</i>		<p>How comfortable or uncomfortable would you feel about an external company controlling when your appliances run?</p> <ol style="list-style-type: none"> 1. Very comfortable 2. Fairly comfortable 3. Neither comfortable nor uncomfortable 4. Fairly uncomfortable 5. Very uncomfortable <p>99. DON'T KNOW</p>
Addition/ new question	<i>WHYCOMF</i>	<i>WHYCOMF</i>		<p>Why do you say you would feel comfortable/ uncomfortable/ neither comfortable nor uncomfortable about using the service we've just discussed?</p> <p style="text-align: right;">Type in verbatim</p>

Type/ description	Question number	Question name	2018	2019
				DON'T KNOW
Amendment/ change to answer codes	Q131	Q131	<p>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? This includes problems due to old age.</p> <p>1: Yes, I do 2. Yes, my husband\wife\partner does 96. No, no-one 98: Refused 99: Don't know</p>	<p>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? This includes problems due to old age.</p> <p>1: Yes 96. No 98: Refused 99: Don't know</p>
Amendment/ change to question wording	DISA2	DISA2	<p>Which of these best describes your impairment, illness or disability? OR Which of these best describes your spouse/ civil partner/ partner's impairment, illness or disability? PLEASE SELECT ALL THAT APPLY</p> <p>1. Visual impairment 2. Other difficulties reading, speaking or understanding English 3. Hearing impairment 4. Mobility impairment 5. Mental health problems 6. Learning difficulties 97. Other health problem or disability 96. None of these 99. Don't know 98. Prefer not to answer</p>	<p>Which of these best describes the impairment, illness or disability? PLEASE SELECT ALL THAT APPLY</p> <p>1. Visual impairment 2. Other difficulties reading, speaking or understanding English 3. Hearing impairment 4. Mobility impairment 5. Mental health problems 6. Learning difficulties 97. Other health problem or disability 96. None of these 99. Don't know 98. Prefer not to answer</p>
Amendment/ change to answer codes	Q133/	Q133/	Do you receive any of the following tax credits or social security benefits?	Do you receive any of the following tax credits or social security benefits?

Type/ description	Question number	Question name	2018	2019
			<p>Please include those you receive personally or jointly with your partner/spouse PLEASE SELECT ALL THAT APPLY</p> <ol style="list-style-type: none"> 1. Not receiving any benefits or credits 2. Child Benefit 3. Child Tax Credit 4. Council Tax Benefit/Council Tax Reduction 5. Disability Living Allowance or Personal Independence Payment (PIP) 6. Employment and Support Allowance (ESA) 7. Guardian's Allowance 8. Housing Benefit 9. Incapacity Benefit 10. Income Support 11. Jobseeker's Allowance 12. State Retirement Pension (including Widow's Pension or Bereavement Allowance) 13. Pension Credit 14. Universal Credit 15. Working Tax Credit 16. Carers Allowance 17. Winter Fuel Allowance 18. Warm Home Discount 19. Other benefits (please specify) <ul style="list-style-type: none"> 98: Refused 99: Don't know 	<p>Please include those you receive personally or jointly with your partner/spouse PLEASE SELECT ALL THAT APPLY</p> <ol style="list-style-type: none"> 1. Not receiving any benefits or credits 2. Child Benefit 3. Child Tax Credit 4. Council Tax Benefit/Council Tax Reduction 5. Disability Living Allowance or Personal Independence Payment (PIP) 6. Employment and Support Allowance (ESA) 7. Guardian's Allowance 8. Housing Benefit 9. Incapacity Benefit 10. Income Support 11. Jobseeker's Allowance 12. State Retirement Pension (including Widow's Pension or Bereavement Allowance) 13. Pension Credit 14. Universal Credit 15. Working Tax Credit 16. Carers Allowance 17. Winter Fuel Allowance 18. Warm Home Discount 19. Registered for the energy and water priority services register 20. Other benefits (please specify) <ul style="list-style-type: none"> 98: Refused 99: Don't know

Type/ description	Question number	Question name	2018	2019
Addition/ new question	ARREA2	ARREA2		<p>Can I check, have you or anyone else in your household sought any advice or assistance to help to manage paying your household's energy bills from any of these places?</p> <ol style="list-style-type: none"> 1. Energy supplier 2. Bank/building society 3. Citizens Advice Bureau 4. StepChange 5. National Debtline 6. Local advice centre 97. Somewhere else (specify) 96. None of these 98: Refused 99: Don't know 99: DON'T KNOW
Amendment/ change to answer codes	QPPM2	QPPM2	<p>And which is the longest period of time you have been disconnected from your [INSERT FUEL TYPE CODED @ QPPM1] supply in the last year?</p> <ol style="list-style-type: none"> I. Gas II. Electricity <ol style="list-style-type: none"> 1: Less than an hour 2: Up to three hours 3: Up to seven hours 4: Up to twelve hours 5: Up to twenty-four hours 6: Up to two days 7: More than two days [ENTER NUMBER INTO BOX] 98: Refused 99: Don't know 	<p>And which is the longest period of time you have been disconnected from your [INSERT FUEL TYPE CODED @ QPPM1] supply in the last year?</p> <ol style="list-style-type: none"> I. Gas II. Electricity <ol style="list-style-type: none"> 1: Less than an hour 2: Up to three hours 3: Up to seven hours 4: Up to twelve hours 5: Up to twenty-four hours 6: More than one day (24 hours) (ENTER NUMBER OF DAYS INTO BOX) 98: Refused 99: Don't know
Addition/ new question	QPPM3	QPPM3		<p>Can you tell me a little more about the circumstances that led to you being disconnected from your [INSERT FUEL TYPE CODED @ QPPM1] supply in the last year?</p>

Type/ description	Question number	Question name	2018	2019
				PROBE: What do you think caused it? Open ended 98: Refused 99: DON'T KNOW
Amendment/ change to answer codes	<i>Gender</i>	<i>Gender</i>	What is your gender? 1. Male 2. Female 3. Other 4. Prefer not to say	Which of these describes how you think of yourself? 1. Male 2. Female 3. In some other way 4. Prefer not to say
Amendment/ change to answer codes	<i>Child1</i>	<i>Child1</i>	Are there any CHILDREN UNDER 16 in the household? 1. Yes 2. No 3. Don't know 4. Prefer not to say	Are there any children in the household of these ages? 1. Yes any under age 5 3. Yes any aged 5-15 2. No 98. Refused 99. Don't know
Amendment/ change to answer codes and question wording	<i>Q136</i>	<i>Q136</i>	Thank you for your help with this survey so far. We may wish to get back in touch with some people in the future. Which of these do you give us permission to do in the next 2 years? If you give your permission now, you can change your mind later. After 2 years, your contact details will be deleted and you will not be contacted again as a result of this survey.	Thank you for your help with this survey so far. We may wish to get back in touch with some people in the next 12 months to take part in follow-up research as part of this research project. Which of these do you give us permission to do in the next year? If you give your permission now, you can change your mind later. After 12 months, your contact details will be deleted and you will not be contacted again as a result of this survey for this

Type/ description	Question number	Question name	2018	2019
			<ol style="list-style-type: none"> Contact you again in relation to this specific research project should any questions arise To be contacted again about taking part in follow-up research for Ofgem about these issues, either by GfK or another research agency appointed by Ofgem Neither of these 	<p>client. Would you be willing to be recontacted again in the next 12 months?</p> <ol style="list-style-type: none"> Yes, willing to be re-contacted by Ipsos MORI as part of this research project No, not willing to be re-contacted by Ipsos MORI as part of this research project

5.2 Deletions made to questionnaire between 2018 – 2019

Question number	Question
BB1	Would you prefer £100 in cash today, or £200 in cash guaranteed in one month?
BB2	And would you prefer £100 in cash guaranteed in 6 months, or £200 in cash guaranteed in 7 months?
BB3	Now, imagine someone invites you to take a bet on a simple “heads or tails” coin toss. Would you take the following bets?
PayTy	Can I just check, do you <pay a single direct debit/receive a single bill> for your gas and electricity supply, or <do two direct debits come out of your account/are they billed separately?>
Dummbill	From our calculation, this would make your energy bill £<value> per year. Is this right
Econly	You said a moment ago that your total energy bill is <show amount from Q8> <if Q9=1-7 show period from Q9>. How much of that is spent on electricity <if Q9=1-7 show period from Q9>?
Gasonly	So that means you spend (dummbill – dummelec) on gas <if Q9=1-7 show period from Q9>. Does that sound about right?
Q153	How familiar would you say you are with the features of your current energy tariff?
Q89	How familiar would you say you are with the features of your current gas tariff?
Q90	How familiar would you say you are with the features of your current electricity tariff?
SM3	And which, if any, of the following statements about smart metres do you believe to be true?
DEALS	You mentioned that you found out about the deals offered when you last <answer from Dumm1> using an online price comparison service. How many online price comparison sites did you visit?
Recom	Apart from salespeople working for energy companies, has anyone made any of these recommendations to you in the last 12 months
Whoma	Who made those recommendations?
Intro 8	Now some more questions about the last time you <answer from Dumm1>

<i>Intro 9</i>	The next question is about different types of tariffs. With a Fixed Tariff, your contract has a definite end date, after which you will usually be rolled onto your supplier's variable or standard rate. With a Variable Tariff (also sometimes called a standard tariff) your contract doesn't have a fixed end date. You will stay on this tariff unless you make a choice to change it.
<i>SwitTa</i>	Can I just check, the last time you <answer from Dumm1>, which of these best describes what you did?
<i>MoreP</i>	If you hadn't <INSERT answer from Dumm1> how much more do you think you would be paying now for your <gas/electricity/energy>?
<i>Frequ</i>	Interview code, is that...
<i>Apprx2</i>	And can I check, is that the actual amount or an approximation?
<i>OWEDM</i>	When you last <answer from Dumm1>, were you owed money by your old supplier(s)?
<i>MonRe</i>	And how satisfied or dissatisfied were you with how quickly the money was returned to you by your old supplier(s)?
<i>Q122</i>	If you were to switch supplier or tariff, what would be your priorities when choosing a new deal?
<i>PrioM</i>	And which of these would be your main priority?
<i>CONJ1</i>	Next I am going to show you some different deals for your <electricity / gas> supply. At each screen, could you please show which you prefer, by clicking on the box
<i>CONJ2</i>	If the deal you have just chosen was available, would you actually switch to it?
<i>CONJ3</i>	Taking into considerations all the features of the deal shown, if it were available would you consider switching to it?
<i>Q82</i>	Excluding complaints and giving routine meter readings, have you had any interaction with your own or another energy supplier in the last 12 months?
<i>Repre</i>	In the last 12 months has a representative of your supplier or another energy supplier attempted to sell you a new energy deal in any of these ways?
<i>Words</i>	Which, if any, of these words or phrases describe the <call/salesperson>?
<i>Q94</i>	Do you recall receiving any of the following from your gas or electricity supplier in the last 12 months?
<i>Q95</i>	Thinking about when you last received an annual summary, in how much details did you look at it?
<i>Q96</i>	And how clearly or unclearly do you think the information was presented to you in the annual summary?
<i>Q99</i>	Thinking about when you last received a bill or direct debit/prepayment statement, in how much detail did you look at it?
<i>Q100</i>	And how clearly or unclearly do you think the information was presented to you in the bill or direct debit / prepayment statement?
<i>Q103</i>	Thinking about when you last received a price increase notice, in how much detail did you look at it?
<i>Q104</i>	And how clearly or unclearly do you think the information was presented to you in the price increase notice?
<i>Q107</i>	Thinking about when you last received an end of fixed term letter, in how much detail did you look at it?
<i>Q108</i>	And how clearly or unclearly do you think the information was presented to you in the end of the fixed term letter?
<i>Onlin</i>	Which of the following do you personally own?
<i>Q129</i>	Can I check, is English your first or main language?
<i>Proper</i>	Which, if any of these do you have at this property?
<i>Properi</i>	How many fully electric vehicles/hybrid vehicles do you own?

<i>Ethnicity</i>	Which of these groups do you consider you belong to?
------------------	--

5.3 Segmentation question set

ASK ALL

Q1. To what extent do you agree or disagree with the following statements?

- i. As soon as I see a problem or challenge I start looking for possible solutions
- ii. I am able to follow through with things once I've made up my mind to do something
- iii. I usually continue to search for an item until it reaches my expectations
- iv. I am usually among the first to try a new product when it appears on the market
- v. I always check bank or building society statements when I get them, including online

- 1. Agree strongly
- 2. Agree
- 3. Agree slightly
- 4. Neither agree nor disagree
- 5. Disagree slightly
- 6. Disagree
- 7. Disagree strongly
- 99. Don't know/Refused

ASK ALL

Q2. To what extent do you agree or disagree with the following statements?

- i. Price comparison websites all have the same energy deals on them
- ii. Price comparison websites are unbiased in the way they display energy deals
- iii. Switching is a hassle that I've not got time for
- iv. If I was going to change energy supplier, I would look for a supplier who offered me extra rewards
- v. I would be happy to pay slightly more for my energy if my supplier offered me better customer service

- 1: Agree strongly
- 2: Tend to agree
- 3: Neither agree nor disagree
- 4: Tend to disagree
- 5: Disagree strongly
- 99. Don't know/Refused

ASK ALL

Q3. How confident or unconfident do you feel about doing things related to energy suppliers?

- i. Comparing the different energy deals available

- 1: Very confident
- 2: Fairly confident
- 3: Neutral
- 4: Not very confident
- 5: Not confident at all
- 99: Don't know / Refused

ASK ALL

Q4a/b/c. To what extent do you trust or distrust your gas/electricity/energy supplier to...?

- i. Treat you fairly in their dealings with you
- ii. Charge you a fair price for your gas/electricity/energy

- 1: Completely trust
- 2: Tend to trust
- 3: Neither trust nor distrust
- 4: Tend to distrust
- 5: Strongly distrust
- 99: Don't know / Refused / Not Answered

5.4 Full 2019 Questionnaire

OFGEM CONSUMER SURVEY 2019 Questionnaire including notes FINAL DRAFT 30/05

Base: F0: All participants

INTRO1

READ OUT

I would now like to ask you some questions about gas and electricity suppliers on behalf of Ofgem, the independent energy regulator for Great Britain.

To start with, a few questions to make sure we are speaking with the right people

Base: F0: All participants

Q1
SINGLE CODE

SHOW SCREEN

Do you have mains gas and/or mains electricity in your home?

- 1: Mains gas only
- 2: Mains electricity only
- 3: Mains gas and electricity
- 4: Neither
- 98: Refused
- 99: Don't know

Base: F1: Has gas and/or electricity supply

Q2
SINGLE CODE

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

INTERVIEWER INSTRUCTION: For those who rent properties where the landlord organises and pays the energy bills, code as 'No'

- 1: Yes, me alone
- 2: No
- 3: Yes, me and someone else (e.g. partner, housemate) jointly
- 98: Refused
- 99: Don't know

Base: F1: Has gas and/or electricity supply

DUMHH
CODE TALKING ABOUT INDIVIDUAL ALONE, OR AS PART OF HOUSEHOLD AS FOLLOWS:
Q2 = 1 -> INDIVIDUAL
Q2 = 2 -> JOINTLY WITH HOUSEHOLD



Base: F2: Has gas and/or electricity supply and responsible for it

INTRO2

READ OUT

Before we start to speak about energy, I would like to ask a few questions about you personally. The first few questions are about whether and how you like to shop around for major service providers or for major purchases - not just for energy.

Base: F2: Has gas and/or electricity supply and responsible for it

EMPOW

- SINGLE CODE FOR EACH QUESTION
- SHOW AS INDIVIDUAL QUESTIONS
- ALTERNATE ORDER OF ANSWER LIST

SHOW SCREEN

To what extent do you agree or disagree with these things?

- i. As soon as I see a problem or challenge I start looking for possible solutions
- ii. I am able to follow through with things once I've made up my mind to do something
- iv. I usually continue to search for an item until it reaches my expectations
- vii. I am usually among the first to try a new product when it appears on the market
- xi. I always check bank or building society statements when I get them, including online

- 1. Disagree strongly
- 2. Disagree
- 3. Disagree slightly
- 4. Neither agree nor disagree
- 5. Agree slightly
- 6. Agree
- 7. Agree strongly
- 99. Don't know
- 98. Prefer not to say

Base: F2: Has gas and/or electricity supply and responsible for it

TRUST

- SINGLE CODE FOR EACH PROFESSION
- ROTATE ORDER OF CODES
- SHOW SCREEN

I will show you a list of different organisations. To what extent do you trust or distrust each to be fair in the way they deal with customers and citizens?

- I. Energy suppliers
- II. Internet/broadband suppliers
- III. Banks/building societies
- IV. Insurance companies

- 1. Completely trust
- 2. Tend to trust



- 3. Neither trust nor distrust
- 4. Tend to distrust
- 5. Completely distrust
- 99. Don't know
- 98. Prefer not to say

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO3

READ OUT

Now some more questions specifically about energy suppliers.
Here, we are interested in the energy supply to your household, and how your household chooses and uses energy.

Base: F5: Has gas and electricity supply and responsible for it

Q150
SINGLE CODE

SHOW SCREEN

Is your gas and electricity supplied by the same energy supplier?

- 1: Yes
- 2: No
- 98: Refused
- 99: Don't know

Base: F3: Has gas only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

Q3
SINGLE CODE

SHOW SCREEN

Who is your current gas supplier?

- | | |
|-------------------------------------|---------------------------------|
| British Gas | Daligas |
| E.ON | E (Gas and Electricity) Limited |
| EDF | |
| Npower | Economy Energy |
| SSE | Ecotricity |
| Scottish Power | Effortless Energy |
| | Engie |
| Affect Energy | Enstroga Energy |
| Ampower | Entice Energy Supply Limited |
| Angelic Energy | ESB Energy limited |
| Avantigas On | Eversmart |
| Avid Energy | Extra Energy Supply Limited |
| Avro Energy | First Utility |
| Axis Telecom | Fischer Energy |
| Better Energy | Gnergy |
| Boost | Good Energy |
| Breeze Energy supply | Green Energy |
| Bristol Energy & Technology Service | Green Network Energy Limited |
| Bulb energy | Green Star Energy |
| Cardiff Energy Supply | Gulf Gas & Power UK |
| Co-operative Energy Limited | Home Energy Limited |



Igloo Energy	Simplicity Energy
	Sainsbury's Energy
	So Energy
iSupply Energy	Solarplicity Supply Limited
	Southend Energy
Logicor Energy	Spark Energy
M&S Energy	Together Energy
Nabuh Energy	Tonik Energy
Octopus Energy Limited	Toto Energy Limited
	UK NATIONAL GAS LTD
Orbit Energy	Utilita
Our Power Energy Supply Ltd	Utility Point
Out fox the market	Utility Warehouse
Ovo	Yorkshire Energy
People's Energy	Zebra Power
Places for People Energy	Zog Energy
Pure Planet Limited	Other - PEN WRITE IN
	Refused
Robin Hood Energy Limited	Don't know
Shell Energy	

Base: F4: Has electricity only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

Q4
SINGLE CODE

SHOW SCREEN

Who is your current electricity supplier?

British Gas	Home Energy Limited
E.ON	Igloo Energy
EDF	iSupply Energy
Npower	Logicor Energy
SSE	M&S Energy
Scottish Power	Nabuh Energy
	Octopus Energy Limited
Ampower	Our Power Energy Supply Ltd
Avid Energy	Out fox the market
Avro Energy	Ovo
Breeze Energy Supply	People's Energy
Brilliant Energy Supply Limited	Places for People Energy
Bristol Energy & Technology Service	Pure Planet Limited
Bulb energy	Robin Hood Energy Limited
Co-operative Energy Limited	Sainsbury's Energy
E (Gas and Electricity) Limited	So Energy
Economy Energy	Solarplicity Supply Limited
Ecotricity	Spark Energy
Effortless Energy	Together Energy
Electraphase Limited	Tonik Energy
Engie	Toto Energy Limited
Enstroga Energy	Tru Energy
Entice Energy Supply Limited	
ESB Energy Limited	Utilita
	Utility Point
First Utility	Utility Warehouse
Fischer Energy	Yorkshire Energy
Gnergy	Zebra Power
Good Energy	Zog Energy
Green Energy	Other - PEN WRITE IN
Green Network Energy Limited	Refused
Green Star Energy	Don't know
Gulf Gas & Power UK	

Base: F7: Has gas and electricity supply from the same supplier and responsible for it

Q151
SINGLE CODE

SHOW SCREEN

Who is your current gas and electricity supplier?

British Gas	Gulf Gas & Power UK
E.ON	Home Energy Limited
EDF	Igloo Energy
Npower	iSupply Energy
SSE	M&S Energy
Scottish Power	Nabuh Energy
	Octopus Energy Limited
	Orbit Energy
Ampower	Our Power Energy Supply Ltd
Avid Energy	Out fox the market
Avro Energy	Ovo
Boost	People's Energy
Breeze Energy Supply	Places for People Energy
Bristol Energy & Technology Service	Pure Planet Limited
Bulb energy	Robin Hood Energy Limited
Co-operative Energy Limited	Sainsbury's Energy
E (Gas and Electricity) Limited	Shell Energy
Economy Energy	Simplicity Energy
Ecotricity	So Energy
Effortless Energy	Solarplicity Supply Limited
Engie	Together Energy
Enstroga Energy	Tonik Energy
Entice Energy Supply Limited	Toto Energy Limited
ESB Energy Limited	Tru Energy
Eversmart	Utilita
Fischer Energy	Utility Point
	Utility Warehouse
Genergy	Yorkshire Energy
Good Energy	Zebra Power
Green Energy	Other - PEN WRITE IN
Green Network Energy Limited	Refused
Green Star Energy	Don't know

Base: F3: Has gas only supply and responsible for it / F5: Has gas and electricity supply and responsible for it

Q5
SINGLE CODE

SHOW SCREEN

How do you pay for your gas?

INTERVIEWER: IF PAYMENT BOOK/CARD, CHECK "Are you certain that is a payment card/book or is it a prepayment meter?"

- 1: Monthly direct debit (where your supplier takes the same amount of money from your bank account, each month, automatically)
- 2: Quarterly direct debit (where your supplier takes money from your bank account automatically, to cover your last three month's energy use)
- 3: Pay by cheque, cash or card on receipt of your bill
- 4: Prepayment meter (where you top up credit onto a key or card, or online, or using an app)
- 5: Fuel direct (where a set amount is deducted from your benefits before you receive them)
- 6: Weekly \ fortnightly payment scheme
- 7: Payment book/card where you can pay money in whenever you choose (ad hoc). Payments you make are automatically deducted from your next bill
- 97: Other - please type in
- 98: Refused
- 99: Don't know

Base: F4: Has electricity only supply and responsible for it / F5: Has gas and electricity supply and responsible for it

Q6
SINGLE CODE

SHOW SCREEN

How do you pay for your electricity?

INTERVIEWER INSTRUCTION: Check if on dual fuel deal

INTERVIEWER: IF PREPAYMENT, CHECK "Are you certain that is a payment card/book or is it a prepayment meter?"

- 1: Monthly direct debit (where your supplier takes the same amount of money from your bank account, each month, automatically)
- 2: Quarterly direct debit (where your supplier takes money from your bank account automatically, to cover your last three month's energy use)
- 3: Pay by cheque, cash or card on receipt of your bill
- 4: Prepayment meter (where you top up credit onto a key or card, or online, or using an app)
- 5: Fuel direct (where a set amount is deducted from your benefits before you receive them)
- 6: Weekly \ fortnightly payment scheme
- 7: Payment book/card where you can pay money in whenever you choose (ad hoc). Payments you make are automatically deducted from your next bill
- 97: Other - please type in
- 98: Refused
- 99: Don't know



Base: F2: Has gas and/or electricity supply and responsible for it

Q8
CAPTURE NUMERIC AMOUNT
ALLOW DK AND REFUSED OPTIONS
MIN £1; MAX £3000

SHOW SCREEN

Approximately how much do you spend on home energy? That is electricity and mains gas if you have it. You can answer per year, per month or per week, but this should be on average across the whole year, including the winter.

If you're not sure, you can just give me an approximate value.

INTERVIEWER INSTRUCTION: The next question will ask you to record the timescale (i.e. per year, month or week) and whether this is the actual amount or an approximation.

Enter number

Base: F42: All who spend something on home energy

Q9
SINGLE CODE

Interviewer code, was that...

- 1: Weekly
- 2: Fortnightly
- 3: Every four weeks
- 4: A calendar month
- 5: Quarterly
- 6: Twice yearly
- 7: Annually

Base: F42: All who spend something on home energy

APPRX
SINGLE CODE

And can I check, is that the actual amount you pay or an approximation?

- 1. Actual amount
- 2. Approximation/guess
- 99. Don't know



Base: F2: Has gas and/or electricity supply and responsible for it

Q10
 SINGLE CODE
 TEXT SUBSTITUTION
 DISPLAY ENERGY TYPE <GAS / ELECTRICITY / GAS AND ELECTRICITY> BASED ON FOLLOWING:

- gas = F3
- electricity = F4
- gas and electricity = F5

DISPLAY RESPONSE CODES BASED ON FOLLOWING:

- 1. Yes, gas only = F3 OR F5
- 2. Yes, electricity only = F4 OR F5
- 3. Yes, gas and electricity = F5

SHOW SCREEN

Do you primarily manage your <gas/ electricity/ gas and electricity> account online or via an app? This would include things like submitting meter readings, checking your energy use or changing your direct debit.

- 1: Yes, gas only
- 2: Yes, electricity only
- 3: Yes gas and electricity
- 4: No
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

ENG
 SINGLE CODE

SHOW SCREEN

Thinking about energy generally.

To what extent do you agree or disagree with these things?

- iii. I understand how much energy is used around my home
- iv. I'm concerned about how much energy is used in our home

- 1. Disagree strongly
- 2. Disagree
- 3. Disagree slightly
- 4. Neither agree nor disagree
- 5. Agree slightly
- 6. Agree
- 7. Agree strongly
- 99. Don't know
- 98. Prefer not to say

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO4
 TEXT SUBSTITUTION
 DISPLAY ENERGY TYPE <GAS / ELECTRICITY / GAS AND ELECTRICITY> BASED ON FOLLOWING:
 gas = F3
 electricity = F4
 GAS AND electricity = F5

READ OUT

The next few questions are about your energy tariff. An energy tariff is the pricing plan for the <gas / electricity / gas and electricity> that you use.

Base: F2: Has gas and/or electricity supply and responsible for it

Q11

SINGLE CODE

TEXT SUBSTITUTION

DISPLAY ENERGY TYPE <GAS / ELECTRICITY / GAS AND ELECTRICITY> BASED ON FOLLOWING:

gas = F3

electricity = F4

gas and electricity = F5

DISPLAY RESPONSE CODES BASED ON FOLLOWING:

1. Yes, gas only = F3 OR F5

2. Yes, electricity only = F4 OR F5

3. Yes, gas and electricity = F5

SHOW SCREEN

A fixed term tariff is a tariff that has a definite end date and you pay a set rate per unit of energy. Are you on a fixed term tariff for <gas / electricity / gas and electricity>?

IF NECESSARY: These tariffs often state the length in their name, such as a 12 months fix, or a March 2018 fix

- 1: Yes, gas only
- 2: Yes, electricity only
- 3: Yes gas and electricity
- 4: No
- 98: Refused
- 99: Don't know



Base: F4: Has electricity only supply and responsible for it / F5: Has gas and electricity supply and responsible for it

Q13
SINGLE CODE
SHOW SCREEN

Do you pay different amounts for your energy depending on when you use it because you are on one of the following meters or tariffs?

[IF NECESSARY] This means your energy costs you less in the middle of the day or overnight, and more in the evenings.

- 1. Yes – an Economy 7 meter
- 2. Yes – an Economy 10 meter
- 3. Yes- an other time of use tariff
- 96. No
- 98. Refused
- 99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO5

READ OUT

Now a few questions about smart meters.

Base: F2: Has gas and/or electricity supply and responsible for it

SM1
SINGLE CODE

Before today had you heard of smart meters?

- 1: Yes
- 2: No
- 98: Refused
- 99: Don't know

Base: F111 Aware of smart meters

SM4
SINGLE CODE

Do you have a smart meter?

- 1: Yes
- 2: No
- 98: Refused
- 99: Don't know

Base: F129 Has a smart meter (SM4=1)

 SM7
 SINGLE CODE

SHOW SCREEN

 Of the two energy meters described below, which is most similar to the one in your home?

Meter A	Meter B
Monitors energy use	Monitors energy use
Automatically sends readings of how much energy has been used in your home to your supplier	You or someone else in your household personally send readings of how much energy has been used in your home to your supplier, OR someone from your supplier visits your home to take meter readings
Shows how much energy has been used in pounds and pence on a display or an app or online account	<u>Does not</u> show how much energy has been used in pounds and pence on a display or an app or online account
Has been installed in the last five years	Was installed more than five years ago
If you prepay for energy, you can top-up via your mobile or online <SHOWN TO F140 (PPM) ONLY>	If you prepay for energy, you must top-up at a PayPoint, Post Office or other shop <SHOWN TO F140 (PPM) ONLY>

1. Meter A
 2. Meter B
 3. I have both types of meters in my home
- 98: Refused
99: Don't know

Base: F144 Has a smart meter type A (SM4=1 AND SM7 = 1/3)

 SM6
 SHOW AS GRID SINGLE CODE PER STATEMENT

SHOW SCREEN

As a result of getting a smart meter, to what extent do you do the following things? Please only think about what you've done since you've received a smart meter, compared to what you did before you had a smart meter. Again, please think about the behaviour of the household as a whole, not just you.

Since receiving a smart meter, to what extent...

- viii. Do you use less energy
- ix. Do you use certain appliances or devices less often
- x. Have you stopped using certain appliances or devices
- xi. Do you turn off the lights more
- xii. Do you keep the thermostat at a lower temperature
- xiii. Do you monitor your energy use more closely



xiv. Do you encourage others in the household to use less energy

- 1. Greatly
- 2. Fairly
- 3. Slightly
- 4. Not at all
- 5. Not applicable – no one else in household (SHOW FOR CODE vii ONLY)
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO6

READ OUT

I would now like to ask you some more questions about energy tariffs.

Base: F2: Has gas and/or electricity supply and responsible for it

Q14
 MULTIPLE CODE
 ALTERNATE ORDER OF ANSWER LIST

SHOW SCREEN

Which of the following do you think it is possible for energy customers to do?

INTERVIEWER INSTRUCTION: Multiple code as many as apply

- 1: Change their payment method with their current supplier
- 2: Change their tariff with their current supplier
- 3: Switch to a different supplier
- 4: All of the above
- 96: None
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

METHODS
 MULTIPLE CODE
 SHOW SCREEN

Which of these ways to compare energy deals and switch energy suppliers have you ever heard of?

- 24. Switching direct with the supplier (e.g. by phone, on their website)
- 25. Through a price comparison website (e.g. GoCompare, ComparetheMarket, Uswitch)
- 26. Using a service that scans the energy market and contacts you if there is a better deal available (e.g. Auto Sergei, Moneysavingexpert/Martin Lewis Cheap Energy Club)
- 27. Using an auto-switching service that automatically switches you on to a better energy deal if there's one available (e.g. Flipper, WeFlip, Lookaftermybills)
- 28. None of these
- 29. Don't know

Base: F145: Aware of scanning or auto switching at methods (Methods = 3 or 4)

METHODS2



[MULTIPLE CODE](#)
[SHOW SCREEN](#)

And which, if any of these has your household signed up to?

[ONLY SHOW THOSE AWARE OF AT METHODS](#)

- 30. Using a service that scans the energy market and contacts you if there is a better deal available (e.g. Auto Sergei, Moneysavingexpert/Martin Lewis Cheap Energy Club)
- 31. Using an auto-switching service that automatically switches you on to a better energy deal if there's one available (e.g. Flipper, WeFlip, Lookaftermybills)
- 32. None of these
- 33. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

Q21
[SINGLE CODE](#)

[SHOW SCREEN](#)

How many times, if at all, have you ever switched your gas supplier?

You could have switched direct with the supplier, through a price comparison website, or through an automated switching service (e.g. Flipper, Weflip).

- 1: Once
- 2: Twice
- 3: Three times
- 4: Four times or more
- 5. Don't know how many times, but I definitely have switched gas supplier before
- 6: Have never switched gas supplier
- 98: Refused
- 99: Don't know

Base: F112 Ever switched gas supplier

Q138
[SINGLE CODE](#)

[SHOW SCREEN](#)

When did you last switch gas supplier?

- 1. In the last 12 months
- 2. Between 1 and 2 years ago
- 3. Between 2 and 3 years ago
- 4. Between 3 and 4 years ago
- 5. Between 4 and 5 years ago
- 6. Between 5 and 9 years ago
- 7. 10 or more years ago
- 98 Refused
- 99 Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

Q22
[SINGLE CODE](#)

[SHOW SCREEN](#)

How many times, if at all, have you ever switched your electricity supplier?

You could have switched direct with the supplier, through a price comparison website, or through an automated switching service (e.g. Flipper, Weflip).



- 1: Once
- 2: Twice
- 3: Three times
- 4: Four times or more
- 5. Don't know how many times, but I definitely have switched gas supplier before
- 6: Have never switched electricity supplier
- 98: Refused
- 99: Don't know

Base: F113 Ever switched electricity supplier

Q139
SINGLE CODE

[SHOW SCREEN](#)

When did you last switch electricity supplier?

- 1. In the last 12 months
- 2. Between 1 and 2 years ago
- 3. Between 2 and 3 years ago
- 4. Between 3 and 4 years ago
- 5. Between 4 and 5 years ago
- 6. Between 5 and 9 years ago
- 7. 10 or more years ago
- 98 Refused
- 99 Don't know

Base: F114 Switched gas and electricity supplier in past 12 months

Q154
SINGLE CODE

[SHOW SCREEN](#)

Thinking about the last time you switched an energy supplier, which of these did you do?
The last time I switched, I switched...

- 1: ... gas supplier only
- 2: ...electricity supplier only
- 3: ... gas and electricity suppliers at the same time
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

TMESG
SINGLE CODE

[SHOW SCREEN](#)

How many times if at all, have you ever switched your gas tariff?
By this we mean, staying with the same gas supplier, but changing your deal e.g. moving from the supplier's variable rate to a fixed rate?
Please don't think here about times when you have switched supplier, but just about when you switched tariff
IF NECESSARY: You could have switched direct with the supplier, through a price comparison website, or through an automated switching service (e.g. Flipper, Weflip).

- 1: Once
- 2: Twice



- 3: Three times
- 4: Four times or more
- 5. Don't know how many times, but I definitely have switched gas tariff before
- 6: Have never switched gas tariff
- 98: Refused
- 99: Don't know

Base: F115 Ever switched gas tariff

WHNSG
SINGLE CODE

[SHOW SCREEN](#)

When did you last switch gas tariff?

- 1. In the last 12 months
- 2. Between 1 and 2 years ago
- 3. Between 2 and 3 years ago
- 4. Between 3 and 4 years ago
- 5. Between 4 and 5 years ago
- 6. Between 5 and 9 years ago
- 7. 10 or more years ago
- 98 Refused
- 99 Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

TMESE
SINGLE CODE

[SHOW SCREEN](#)

How many times if at all, have you ever switched your electricity tariff?

By this we mean, staying with the same electricity supplier, but changing your deal e.g. moving from the supplier's variable rate to a fixed rate?

Please don't think here about times when you have switched supplier, but just about when you switched tariff

IF NECESSARY: You could have switched direct with the supplier, through a price comparison website, or through an automated switching service (e.g. Flipper, Weflip).

- 1: Once
- 2: Twice
- 3: Three times
- 4: Four times or more
- 5. Don't know how many times, but I definitely have switched gas tariff before
- 6: Have never switched electricity tariff
- 98: Refused
- 99: Don't know

Base: F116 Ever switched electricity tariff

WHNSE
SINGLE CODE

[SHOW SCREEN](#)

When did you last switch electricity tariff?

- 1. In the last 12 months
- 2. Between 1 and 2 years ago
- 3. Between 2 and 3 years ago
- 4. Between 3 and 4 years ago
- 5. Between 4 and 5 years ago



- 6. Between 5 and 9 years ago
- 7. 10 or more years ago
- 98 Refused
- 99 Don't know

Base: F117 Switched gas and electricity tariff in past 12 months

SWITCH
SINGLE CODE

SHOW SCREEN

Thinking about the last time you switched an energy tariff which of these did you do?
The last time I switched, I switched...

- 1: ... gas tariff only
- 2: ... electricity tariff only
- 3: ... gas and electricity tariffs at the same time
- 98: Refused
- 99: Don't know

Base: F3: Has gas only supply and responsible for it / F5: Has gas and electricity supply and responsible for it

CHNGG
MULTIPLE CODE
ALTERNATE ORDER OF ANSWER LIST

Thinking about your gas supply, which if any of these have you done in the past 12 months?

- 1. Changed payment method
- 2. Compared my gas tariff with those offered by other gas suppliers
- 3. Compared my gas tariff with those offered by my own supplier
- 96. None of these
- 99. Don't know
- 98. Refused

Base: F4: Has electricity only supply and responsible for it / F5: Has gas and electricity supply and responsible for it

CHNGE
MULTIPLE CODE
ALTERNATE ORDER OF ANSWER LIST

Thinking about your electricity supply, which if any of these have you done in the past 12 months?

- 1. Changed payment method
- 2. Compared my electricity tariff with those offered by other electricity suppliers
- 3. Compared my electricity tariff with those offered by my own supplier
- 96. None of these
- 99. Don't know
- 98. Refused

Base: F118 Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months

Dummset
MULTIPLE CODE: SET AS FOLLOWS:
1 (switched gas supplier) = q138=1 AND NOT q154=3
2 (switched electricity supplier) = q139=1 AND NOT q154=3



- 3 (switched gas and electricity suppliers together) = q154=3
- 4 (switched gas tariff) = WhnSG=1 AND NOT switch=3
- 5 (switched electricity tariff) = WhnSE=1 AND NOT switch=3
- 6 (switched gas and electricity tariff together) = switch=3
- 7 (compared gas suppliers) = ChngG = 2
- 8 (compared gas tariffs offered by your own supplier) = ChngG=3
- 9 (compared electricity suppliers) = ChngE=2
- 10 (compared electricity tariffs offered by your own supplier) = ChngE=3
- 96 None of the above

SET PRIORITY OF WHICH RECENT EXPERIENCE TO ASK ABOUT
IF MULTIPLE CODED, PRIORITY IS:

- A SWITCHED SUPPLIER (1 OR 2 OR 3)
- B SWITCHED TARIFF (4 OR 5 OR 6)
- C COMPARED (7 OR 8 OR 9 OR 10)

IF MULTIPLE CODE WITHIN SELECTED CATEGORY, CHOOSE ONE WITHIN THAT CATEGORY AT RANDOM

Set selected variable as Dumm1

QUESTION NOT TO BE ASKED

PAST 12 MONTHS:

- 1: switched gas supplier
- 2: switched electricity supplier
- 3: switched gas and electricity suppliers together
- 4: switched gas tariff
- 5: switched electricity tariff
- 6: switched gas and electricity tariff together
- 7: compared gas suppliers
- 8: compared gas tariffs offered by your own supplier
- 9: compared electricity suppliers
- 10: compared electricity tariffs offered by your own supplier
- 96: None of these
- 98. Refused
- 99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO6B

TURN SCREEN AWAY FROM PARTICIPANT UNTIL TOLD OTHERWISE

Base: F118 Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months

INTRO7A
SUBSTITUTE FROM DUMM1

READ OUT

The next few questions are about the last time you <answer from Dumm1> in the past 12 months

Base: F118 Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months

Q160
MULTIPLE CODE
MAX 3 ANSWERS



SUBSTITUTE IN FROM DUMM1

DO NOT PROMPT

Thinking of the last time you <answer from Dumm1> , what were your priorities?

IF 'Saving money' PROBE TO PRECODES

PROBE: What other things were your priorities?

CODE UP TO 3 RESPONSES

- 1: Saving money/paying less than before
- 2: Avoiding price rise
- 3: Get better customer service
- 4: Wanted a 'greener' tariff
- 5: Wanted a fixed term \ fixed price deal
- 96: Other - please type in
- 98: Refused
- 99: Don't know

Base: F119 Gave more than one response at Q160

MAINP

SINGLE CODE

SHOW ONLY ANSWERS GIVEN AT Q160

SUBSTITUTE IN FROM DUMM1

And which of these was your main priority the last time you <answer from Dumm1>?

Was it...

READ OUT

- 1: Saving money/paying less than before
- 2: Avoiding price rise
- 3: Get better customer service
- 4: Wanted a 'greener' tariff
- 5: Wanted a fixed term \ fixed price deal
- 96: Other - please type in
- 98: Refused
- 99: Don't know

Base: F118 Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months

Q161

MULTIPLE CODE

MAX 3 ANSWERS

RECORD ORDER

SUBSTITUTE IN FROM DUMM1

DO NOT PROMPT

And thinking about the last time you <answer from Dumm1>, what were the main reasons that caused you to do that?

IF NECESSARY: Was it something that happened that made you start to think about it, or was there something that you saw or heard or read?

INTERVIEWER INSTRUCTION: MULTIPLE CODE UP TO 3 RESPONSES

- 1 I received a bill or direct debit \ prepayment statement from my supplier
- 2 I received a price increase notice from my supplier
- 3 I received an end of fixed term tariff notice from my supplier
- 4 I received an annual summary or review from my supplier
- 5 I received information about my energy consumption from my supplier
- 6 I saw a message on a communication from my supplier about how I could make savings by changing tariff or payment method with my current supplier



- 7 I received another communication from my supplier
- 8. I received a communication from another supplier
- 10 I moved home
- 14 I saw / heard advertising / media coverage on energy suppliers
- 21. Prompted by energy scanning service or automated switching service (e.g. Auto Sergei, Moneysavingexpert/ Martin lewis Cheap Energy Club)
- 20 Talked to a friend, family member, or neighbour
- 97: Other - please type in
- 98 Refused
- 99 Don't know

Base: F118 Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months

Q165
 MULTIPLE CODE
 SUBSTITUTE IN FROM DUMM1

DO NOT PROMPT

And when you last <answer from Dumm1>, how did you find out about the deals offered?

INTERVIEWER INSTRUCTION: MULTIPLE CODE AS MANY AS APPLY

- 1: I used an online\website price comparison service (e.g. USwitch, Money Supermarket)
- 2. Using an energy scanning service (e.g. Auto Sergei, Martin Lewis Cheap Energy Club)
- 3: Using an automated switching service (e.g. Flipper, Voltz, Swuto, Energy Scanner)
- 4: I rang my supplier
- 5: I rang other suppliers
- 6: I looked at my supplier's own website
- 7: I looked at the websites of other suppliers
- 8: I spoke to a supplier salesperson in the street\shopping centre \ public place
- 9: A friend or family member told me about it
- 9: A supplier salesperson knocked at my door
- 14: Through a collective (group) switching campaign organised by a third party (e.g. council\charity\housing association \ Big Switch, ready to switch etc.)
- 97: Other - please type in
- 98 Refused
- 99 Don't know

Base: F146: Signed up to Energy Scanning or Auto switching service (METHODS2 = 2/3)

NOTIF
 SINGLE CODE

You mentioned earlier that you signed up to <IF METHODS2 = 3> an auto switching service/ IF METHODS2 = 2 > an energy scanning service>. Can I check, have you received any notifications from them about energy deals in the past 12 months?

- 1. Yes, but no action taken
- 2. Yes, and it prompted me/us to look at energy deals, but no action was taken
- 3. Yes, and action was taken (e.g. switched supplier or tariff)
- 4. No, have not received any notifications
- 99. Don't know
- 98. Refused

Base: F108 Shopped around in energy market but not switched supplier or tariff in P12M, or not shopped around in energy market at all in P12M



NOTSH

SHOW AS GRID

CODE FIRST MENTION (SINGLE CODE) THEN OTHER MENTIONS (MULTIPLE CODE)

NOTE, ITEMS IN BOLD ON ANSWER LIST ARE HEADINGS AND SHOULD NOT BE CODEABLE AS ANSWERS
TEXT SUBSTITUTION:

If Dummset = 96 then use -> shopped around to see if there are any better energy deals

If Dummset = 7-10 then use -> switched tariff or switched supplier

DO NOT PROMPT

Are there any particular reasons why you have not <shopped around to see if there are any better energy deals /switched tariff or switched supplier>?

CHOOSE ALL THAT APPLY. CODE FIRST MENTION THEN OTHER MENTIONS

INTERVIEWER: IF PARTICIPANT SAYS "HAPPY WITH/LIKE CURRENT SUPPLIER" THEN PROBE WHAT DO YOU LIKE ABOUT YOUR EXISTING SUPPLIER?

Cost/price

- 1. Existing supplier/tariff is satisfactory
- 2. Didn't think I'd save enough to make it worthwhile changing
- 3. Confident I'm on the best deal for me

Quality / reliability – existing supplier

- 5. Good service from existing supplier (including customer service, reliable supply etc)

Existing supplier characteristics

- 7. Good reputation - existing supplier
- 8. Green credentials - existing supplier

Additional features / services of existing supplier

- 10. Customer loyalty scheme (e.g. perks, reward points, vouchers, cashback)
- 12. Energy bundled in with other services (e.g. telephone, credit card)
- 13. Difficult to find information (include information about own tariffs/bills/usage/other suppliers)
- 14. Don't understand /difficult to compare tariffs
- 27. Because I receive special assistance from my supplier (e.g. help to read meters, bills in accessible format, on priority services register, receive warm home discount)

Switching to alternative

- 15. In debt to supplier
- 16. Unable to switch- landlord won't allow
- 17. Have smart meter/difficult to switch with smart meter

Others

- 20. Do not need to shop around as energy scanning/auto-switching service would say if a better deal is available
- 21. Do not need to shop around as price cap will ensure I don't pay too much
- 22. Don't want to risk switching because suppliers are going out of business

General

- 23. Not interested
- 24. Too complicated
- 25. All suppliers are much the same/no difference
- 26. Too much hassle/effort
- 96. Nothing specific
- 97. Other (specify)
- 99. Don't know
- 98. Prefer not to say

Base: F123 Switched gas or electricity supplier or tariff in past 12 months

INTRO9A

TURN SCREEN AWAY FROM PARTICIPANT UNTIL TOLD OTHERWISE

Base: F123 Switched gas or electricity supplier or tariff in past 12 months

Q156
SINGLE CODE

DO NOT PROMPT

Thinking of the last time you <answer from Dumm1> how did you switch?

INTERVIEWER INSTRUCTION: PROBE TO PRECODES

EVEN IF THE PARTICIPANT SOUGHT INFORMATION IN DIFFERENT WAYS, WE ARE INTERESTED IN THE WAY THEY ACTUALLY MADE THE SWITCH

- 1: Online price comparison service
- 2: Telephone price comparison service
- 10. Through an energy scanning service (e.g. Auto Sergei, Martin Lewis Cheap Energy Club)
 - 3: Using an automated switching service (e.g. Flipper, Voltz, Swuto, Energy Scanner)
 - 4: I contacted the supplier by phone
 - 5: Through the supplier's website
 - 6: Through a salesperson who knocked at my door
 - 7: Through a salesperson in the street \ shopping centre \ other public place
- 8: Through a collective (group) switching campaign organised by a third party (e.g. council \ charity \ housing association \ Big Switch \ Ready to Switch etc. :)
 - 9: Supplier contacted me by phone
 - 97: Other - please type in
 - 98: Refused
 - 99: Don't know

Base: F102 Switched/compared last time using online price comparison site/energy scanning service/automatic switching service

PCWSW
SINGLE CODE

Did you actually complete the switch through the <online price comparison service/scanning service/automatic switching service>, or did you find out information from them and then complete the switch in some other way (e.g. calling the supplier you wanted to switch to)?

- 1. Completed switch through price comparison service/energy scanning service/automatic switching service
- 2. Completed switch in some other way
- 99. Don't know
- 98. Refused

Base: F123 Switched gas or electricity supplier or tariff in past 12 months

HELPS
MULTIPLE CODE

Did anyone who doesn't live with you go through or help you through the switching process on your behalf? If so, who?

Here, we don't want you to think about help given by price comparison sites or switching services, but about help that might be provided by other people or organisations.

- 1. No-one, I completed the switching process myself
 - It was done for me by...
 - 2. Parent/grandparent
 - 3. Son/daughter (including in law)
 - 4. Other relative
 - 5. Friend/neighbour
 - 6. Citizens' Advice Bureau
 - 7. Local council



- 8. Charity or community group (e.g. Age UK, disability group)
- 97. Someone else (specify)
- 99. Don't know
- 98. Refused

Base: F123 Switched gas or electricity supplier or tariff in past 12 months

Q157
SINGLE CODE
ALTERNATE ORDER OF ANSWER LIST

SHOW SCREEN

Thinking of the last time you <answer from Dumm1>, how much do you agree or disagree with the statement?
"I found it easy to decide which deal to switch to"

- 1: Agree strongly
- 2: Tend to agree
- 3: Neither agree nor disagree
- 4: Tend to disagree
- 5: Disagree strongly
- 98: Refused
- 99: Don't know

Base: F123 Switched gas or electricity supplier or tariff in past 12 months

Q158
SINGLE CODE
ALTERNATE ORDER OF ANSWER LIST

SHOW SCREEN

Thinking of the last time you <answer from Dumm1>, taking into account every part of the process, from considering switching to the switch completion, how much do you agree or disagree with the statement?
"I found the process of switching easy"

- 1: Agree strongly
- 2: Tend to agree
- 3: Neither agree nor disagree
- 4: Tend to disagree
- 5: Disagree strongly
- 98: Refused
- 99: Don't know

Base: F123 Switched gas or electricity supplier or tariff in past 12 months

Q159
SINGLE CODE

To what extent do you agree or disagree with the following statement:
"The last time I switched supplier, I had sufficient control over the date I would actually be switched over"

- 1: Agree strongly
- 2: Agree slightly
- 3: Neither agree or disagree
- 4: Disagree slightly
- 5: Disagree strongly
- 98: Refused
- 99: Don't know



Base: F123 Switched gas or electricity supplier or tariff in past 12 months

Q166

MULTIPLE CODE

[SHOW SCREEN](#)

To the best of your knowledge, do you feel that you are now paying less than you would have if you had not <answer from Dumm1>?

- 1: Yes, I feel I'm paying less now
- 2: Yes, I feel I'll be paying less in the long term
- 3: No
- 98: Refused
- 99: Don't know



Base: F3: Has gas only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

Q123
 SINGLE CODE
 ALTERNATE ORDER OF ANSWER LIST

[SHOW SCREEN](#)

Thinking of the factors that matter most to you, how confident are you that you are currently on the best gas deal for you?

- 1: Very confident
- 2: Fairly confident
- 3: Neutral
- 4: Not very confident
- 5: Not confident at all
- 98: Refused
- 99: Don't know

Base: F4: Has electricity only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

Q124
 SINGLE CODE
 ALTERNATE ORDER OF ANSWER LIST

[SHOW SCREEN](#)

Thinking of the factors that matter most to you, how confident are you that you are currently on the best electricity deal for you?

- 1: Very confident
- 2: Fairly confident
- 3: Neutral
- 4: Not very confident
- 5: Not confident at all
- 98: Refused
- 99: Don't know

Base: F7: Has gas and electricity supply from the same supplier and responsible for it

Q125
 SINGLE CODE
 ALTERNATE ORDER OF ANSWER LIST

[SHOW SCREEN](#)

Thinking of the factors that matter most to you, how confident are you that you are currently on the best energy deal for you?

- 1: Very confident
- 2: Fairly confident
- 3: Neutral
- 4: Not very confident
- 5: Not confident at all
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

TRIED
 SINGLE CODE



Can I just check, in the past 12 months have you tried to switch gas or electricity supplier but have been unable to for some reason?
 Please don't think about changing tariff with the same supplier, we are only interested in times when you have tried to change supplier.

- 1: Yes
- 2: No
- 99. Don't know
- 98. Refused

Base: F106 Tried to switch but unable to

DESCR
 MULTIPLE CODE
 RANDOMISE

SHOW SCREEN

Which, if any of these describe what happened?

- 1. I was unable to provide all the information required (e.g. meter numbers)
- 2. Failed a credit check with the new supplier/poor credit history
- 3. Existing supplier blocked the switch because I was in debt with them
- 3. Tariff/deal was not available to me because I have a prepayment meter
- 4. Poor credit history on property/not related to me
- 5. Landlord/council/housing association would not allow me to switch
- 6. New provider would not accept me (enter reason why)
- 7. Better deal expired/no longer available
- 8. Poor communication between existing and new supplier
- 9. Request to switch was lost
- 10. Computer crashed during process
- 11. I just decided not to go through with it/didn't bother in the end
- 12. I was not told the reason
- 97. Other (specify)
- 96. No particular reason
- 98. Refused
- 99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO3C

The next few questions are about your views on comparing and switching energy supplier more generally.

Base: **F2: Has gas and/or electricity supply and responsible for it**

Q73
SINGLE CODE
ALTERNATE ORDER OF ANSWER LIST

[SHOW SCREEN](#)

Thinking about the range of different tariffs available to you from energy suppliers, would you say that you have...?

- 1: Too much choice
- 2: About the right amount of choice
- 3: Too little choice
- 98: Refused
- 99: Don't know

Base: **F2: Has gas and/or electricity supply and responsible for it**

Q145
SINGLE CODE
ALTERNATE ORDER OF ANSWER LIST

[SHOW SCREEN](#)

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

- 1: Very easy
- 2: Fairly easy
- 3: Neither easy nor difficult
- 4: Fairly difficult
- 5: Very difficult
- 98: Refused
- 99: Don't know

Base: **F2: Has gas and/or electricity supply and responsible for it**

PCWST
SINGLE CODE PER STATEMENT
RANDOMISE STATEMENTS

To what extent do you agree or disagree with these things about price comparison websites?

- i. Price comparison websites all have the same energy deals on them
- ii. Price comparison websites are unbiased in the way they display energy deals

- 1: Agree strongly
- 2: Tend to agree
- 3: Neither agree nor disagree
- 4: Tend to disagree
- 5: Disagree strongly
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO3D

TURN SCREEN AWAY FROM PARTICIPANT UNTIL TOLD OTHERWISE

Base: F2: Has gas and/or electricity supply and responsible for it

RISKS

MULTIPLE CODE

RANDOMISE

RECORD OTHER

DO NOT PROMPT

What, if anything, do you think might be the risks associated with switching energy suppliers?

CODE ALL MENTIONED: PROBE: What other risks can you think of?

1. Something might go wrong and they might get cut off
2. New supplier might not accept them (e.g. because they don't use much energy, they have a poor credit rating)
3. New supplier might not accept people who have a prepayment meter
4. New supplier needs to change cables/pipes
5. New supplier needs to change meter(s)
6. Might lose functionality of smart meter/have to go back to doing meter readings
7. Might not save as much as they thought
8. Costs might go up
9. Supplier they switch to might go bust
10. Double/shock billing (might be billed by both suppliers)
11. Might miss out on special assistance from my supplier (e.g. help to read meters, bills in accessible format, on priority services register, receive warm home discount)
97. Other risk (specify)
96. No risks
99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO3D2

SHOW SCREEN

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

Base: F2: Has gas and/or electricity supply and responsible for it

Q121

SINGLE CODE FOR EACH STATEMENT

RANDOMISE STATEMENTS

SHOW SCREEN

How much do you agree or disagree...?

- i) Switching is a hassle that I've not got time for
- ii) I worry that if I switch things will go wrong
- iv) Switching energy suppliers takes too long
- vi) It's too hard to work out whether I would save or not if I switched
- vii) I would only consider switching to a large or well-known energy supplier
- viii) The fact that some suppliers have gone out of business puts me off switching
- ix) (if SM4=1 AND SM7 = 1/3) I worry that if I switch energy supplier my smart meter will stop working



- 1: Agree strongly
- 2: Tend to agree
- 3: Neither agree nor disagree
- 4: Tend to disagree
- 5: Disagree strongly
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

CONF2
SINGLE CODE FOR EACH QUESTION
RANDOMISE

SHOW SCREEN

How confident or unconfident do you feel about doing these things related to energy suppliers?

- i. Comparing the different energy deals available
- ii. Choosing the best energy deal for your household
- iii. Making a complaint to your energy supplier, if you had a reason to complain

- 1: Very confident
- 2: Fairly confident
- 3: Neutral
- 4: Not very confident
- 5: Not confident at all
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

ENERGYOOB
MULTIPLE CODE
SHOW SCREEN

Have you heard anything about energy companies going out of business recently?

- 2. Yes, it happened to a close friend/family member/someone we know of
- 34. Yes, it happened to me/us
- 3. Yes, have just heard about it (SINGLE CODE)
- 4. No, have not heard about it (SINGLE CODE)
- 99. Don't know (SINGLE CODE)

Base: F147: aware of energy companies going out of business at energyoob (ENERGYOOB = 1-3)

IMPACTENERGYOOB
SINGLE CODE
SHOW SCREEN

Which of these best describes how knowing that some energy suppliers have gone out of business makes you feel about switching energy suppliers?

- 5. Makes me much less likely to switch energy supplier in the future
- 6. Makes me a bit less likely
- 7. Makes no difference either way
- 8. Makes me a bit more likely



9. Makes me much more likely to switch energy supplier in the future
99. Don't know

Base: F148: went through energy company failure themselves (energyoob=1)

EXPENERGYOOB
OPEN ENDED
SHOW SCREEN

You mentioned that an energy supplier you used went out of business. Would you be able to tell me a bit more about that?

- PROBE: What happened?
- PROBE: How did you find out about it?
- PROBE: Can you tell me a bit more about any information you received?
- PROBE: How was the process for you?
- PROBE: How are things now?
- PROBE: Are you happy with your new energy deal?
- PROBE: Are you happy with the customer experience from your new supplier?
are things now?

RECORD RESPONSES VERBATIM. TYPE IN

99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO7

I would now like to ask you some questions about your attitudes to your own and other energy suppliers.

Base: F3: Has gas only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

Q60
SINGLE CODE FOR EACH QUESTION
RANDOMISE

SHOW SCREEN AND READ OUT STATEMENT

To what extent do you trust or distrust your gas supplier to...?

- i) Treat you fairly in their dealings with you
- ii) Provide clear and helpful information for you
- iii) Charge you a fair price for your gas

- 1: Completely trust
- 2: Tend to trust
- 3: Neither trust nor distrust
- 4: Tend to distrust
- 5: Strongly distrust
- 98: Refused
- 99: Don't know

Base: F4: Has electricity only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

Q64
SINGLE CODE FOR EACH QUESTION
RANDOMISE

SHOW SCREEN AND READ OUT STATEMENT



Now thinking about your electricity supplier... To what extent do you trust or distrust your electricity supplier to...?

- i) Treat you fairly in their dealings with you
- ii) Provide clear and helpful information for you
- iii) Charge you a fair price for your electricity

- 1: Completely trust
- 2: Tend to trust
- 3: Neither trust nor distrust
- 4: Tend to distrust
- 5: Strongly distrust
- 98: Refused
- 99: Don't know

Base: F7: Has gas and electricity supply from the same supplier and responsible for it

Q68
SINGLE CODE FOR EACH QUESTION
RANDOMISE

SHOW SCREEN AND READ OUT STATEMENT

To what extent do you trust or distrust your energy supplier to...?

- i) Treat you fairly in their dealings with you
- ii) Provide clear and helpful information for you
- iii) Charge you a fair price for your gas and electricity

- 1: Completely trust
- 2: Tend to trust
- 3: Neither trust nor distrust
- 4: Tend to distrust
- 5: Strongly distrust
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

SPATT
SINGLE CODE FOR EACH QUESTION
RANDOMISE

SHOW SCREEN

To what extent do you agree or disagree with these statements about energy suppliers

- ii. I would be wary of using an energy supplier I have never heard of
- iii. If I was going to change energy supplier, I would look for a supplier who offered me extra rewards
- iv. I would be happy to pay slightly more for my energy if my supplier offered me better customer service

- 1: Agree strongly
- 2: Tend to agree
- 3: Neither agree nor disagree
- 4: Tend to disagree
- 5: Disagree strongly
- 98: Refused
- 99: Don't know

Base: F3: Has gas only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

Q59
SINGLE CODE
ALTERNATE ORDER OF ANSWER LIST



[SHOW SCREEN](#)

How satisfied or dissatisfied are you with the overall service you receive from your current gas supplier?

- 1: Very satisfied
- 2: Satisfied
- 3: Neither satisfied nor dissatisfied
- 4: Dissatisfied
- 5: Very dissatisfied
- 98: Refused
- 99: Don't know

Base: F4: Has electricity only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

Q63
SINGLE CODE
ALTERNATE ORDER OF ANSWER LIST

[SHOW SCREEN](#)

How satisfied or dissatisfied are you with the overall service you receive from your current electricity supplier?

- 1: Very satisfied
- 2: Satisfied
- 3: Neither satisfied nor dissatisfied
- 4: Dissatisfied
- 5: Very dissatisfied
- 98: Refused
- 99: Don't know

Base: F7: Has gas and electricity supply from the same supplier and responsible for it

Q67
SINGLE CODE
ALTERNATE ORDER OF ANSWER LIST

[SHOW SCREEN](#)

How satisfied or dissatisfied are you with the overall service you receive from your current energy supplier?

- 1: Very satisfied
- 2: Satisfied
- 3: Neither satisfied nor dissatisfied
- 4: Dissatisfied
- 5: Very dissatisfied
- 98: Refused
- 99: Don't know

Base: F3: Has gas only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

RECGAS
SINGLE CODE

[SHOW SCREEN](#)

On a scale of 0 to 10 when 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend your current gas supplier to a friend or colleague?

- Enter number 0-10
- 98: Refused
- 99: Don't know

Base: F4: Has electricity only supply and responsible for it / F6: Has different gas and electricity suppliers, or not sure if the same

RECELEC
SINGLE CODE

[SHOW SCREEN](#)

On a scale of 0 to 10 when 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend your current electricity supplier to a friend or colleague?

Enter number 0-10
98: Refused
99: Don't know

Base: F7: Has gas and electricity supply from the same supplier and responsible for it

RECENERGY
SINGLE CODE

SINGLE CODE

[SHOW SCREEN](#)

On a scale of 0 to 10 when 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend your current energy supplier to a friend or colleague?

Enter number 0-10
98: Refused
99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO8A

Now thinking about complaints

Base: F2: Has gas and/or electricity supply and responsible for it

Q76
SINGLE CODE

[SHOW SCREEN](#)

In the last 12 months, have you or anyone in your household contacted a current or previous energy supplier to complain at all?

1: Yes
2: No
98: Refused
99: Don't know

Base: F45: Not made complaint in past 12 months to current or previous supplier

Q81
SINGLE CODE

[SHOW SCREEN](#)

Excluding any comment about their prices, do you believe your household has had cause to complain to an energy supplier in the last year, but has not done so?

1: Yes



2: No
 98: Refused
 99: Don't know

Base: F127 Cause to complain but did not complain

NOTCM
 MULTIPLE CODE

SHOW SCREEN

Why did your household not make a complaint at that time?

- 1. I'm not confident enough to complain
- 2. I didn't know how to complain
- 3. The complaints procedure seemed too complicated
- 4. The complaints process seemed to take too long
- 5. I didn't expect to get a good outcome from complaining
- 6. Complaining wasn't worth the time or hassle
- 7. I've previously had a bad experience of complaining
- 8. I decided to switch supplier instead
- 37. No particular reason
- 98. Refused
- 99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

SHOW SCREEN AND READ OUT

In the past year, a new energy price cap known as the default tariff price cap was introduced.

QCAP1
 SINGLE CODE

Before today, had you heard of this?

1:Yes
 2:No
 98:Refused
 99:Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

QCAP2
 SINGLE CODE

The default tariff price cap limits the price per unit of energy for consumers on some types of tariff.

Do you think that your household's energy prices are currently covered under the default tariff price cap?

1: Yes
 2:No
 98: Refused
 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

IMPACTCAP
 SINGLE CODE
 SHOW SCREEN

Which of these best describes how the default energy price cap makes you feel about switching energy suppliers?



- 10. Makes me much less likely to switch energy supplier in the future
 - 11. Makes me a bit less likely
 - 12. Makes no difference either way
 - 13. Makes me a bit more likely
- 14. Makes me much more likely to switch energy supplier in the future
 - 99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

APPLIANCE
 MULTIPLE CODE
 SHOW SCREEN

Now, can we talk about using appliances in your household.

Which, if any, of these appliances do you have in your household?

- 15. Electric room heater(s) – either fixed to the wall or free-standing
 - 16. Washing machine
 - 17. Tumble dryer
 - 18. Combined washer/dryer
 - 19. Dishwasher
 - 20. Fully electric vehicle
 - 21. Smart heating controls (e.g. NEST, HIVE)
 - 22. Smart bulbs, smart lights, smart plugs
 - 96. None of these (SINGLE CODE)
 - 98: Refused (SINGLE CODE)
 - 99: Don't know (SINGLE CODE)

Base: F149 if use any relevant appliances (codes 2-6 at APPLIANCE)

WHENAPP
 SINGLE CODE PER ITEM
 SHOW AS GRID
 SHOW SCREEN

Which of these do you tend to use on weekdays between 4pm and 8pm?

i.

[If necessary:]If the time varies, please tell me when they are done most often.
 Please select all that apply

SHOW ONLY APPLIANCES USED AT APPLIANCE

- 1. Use <your washing machine/the wash cycle on your washer/dryer> (if codes 2 or 4 at APPLIANCE)
 - 2. Use <your tumble dryer/ the dry cycle on your washer/dryer> (if codes 3 or 4 at APPLIANCE)
 - 3. Use your dishwasher (if code 5 at APPLIANCE)
 - 4. Charge your electric vehicle (if code 6 at APPLIANCE)
 - 6. Varies too much to say
 - 97. None of these
 - 99. Don't know

Base: F150: Uses any relevant appliance at peak times (WHENAPP = 1/2/3/4)

LOADSH
 SINGLE CODE PER ITEM
 SHOW AS GRID
 SHOW SCREEN



How easy or difficult would it be for your household to change when you do these things to a time when there is less demand for energy ((e.g. to the middle of the day or overnight)?

INTERVIEWER: This means peak vs off-peak time

- v. Use <your washing machine/the wash cycle on your washer/dryer> (if codes 2 or 4 at APPLIANCE)
- vi. Use <your tumble dryer/ the dry cycle on your washer/dryer> (if codes 3 or 4 at APPLIANCE)
- vii. Use your dishwasher (if code 5 at APPLIANCE)
- viii. Charge your electric vehicle (if code 6 at APPLIANCE)

- 23. Very easy
- 24. Quite easy
- 25. Neither easy nor difficult
- 26. Quite difficult
- 27. Very difficult
- 99. Don't know

Base: F151: Difficult to load shift (codes 4 or 5 for any item at loadsh)

INTRO6B

TURN SCREEN AWAY FROM PARTICIPANT UNTIL TOLD OTHERWISE

Base: F151: Difficult to load shift (codes 4 or 5 for any item at loadsh)

WHATPRE
MULTIPLE CODE

Can you tell me a bit about what prevents your household from being able to <do washing/drying/run the dishwasher/charge your electric vehicle> at a time when there is less demand for energy (e.g. to the middle of the day, or overnight)?

DO NOT PROMPT
CODE ALL THAT APPLY

- 28. Not at home at those times (e.g. at work, study)
- 29. Does not fit with childcare/caring responsibilities (e.g. would wake the baby)
- 30. Do not want noise through the day (e.g. would wake shift workers)
- 31. It's hard to plan when I need to use these appliances
- 32. I'd forget to load and programme the appliance
- 33. Other priorities for my time
- 34. Prefer to do them as I do at present
- 97. Other reason (specify)
- 96. No particular reason
- 99. Don't know
- 98. Prefer not to say

Base: F150: Uses appliances at peak time (WHENAPP = 1 or 3)

GSAVE
SINGLE code PER QUESTION
SHOW SCREEN

In the future, some energy suppliers may offer customers energy tariffs that could save them money if they change when they use their appliances or charge their electric vehicles to times when there is less demand for energy (e.g. in the daytime or overnight).

Here, we're talking about appliances that use a lot of energy like washing machines, tumble dryers or dishwashers. You could save money by running them at a time when energy costs less: by using a timer or an app, or by starting them yourself.



(CORE QUESTION) How likely would you be to change when your household uses appliances or charges electric vehicles if this meant you could save £x per year on your energy bills?

IF NECESSARY: Please don't worry, I'm not going to try to sign you up! We're just interested in your views and opinions.

RANDOMISE PRESENTATION OF ITEMS, USING VALUES SHOWN BELOW

	£50	£100	£150	£200
--	-----	------	------	------

*IF PARTICIPANT SAYS THEY DEFINITELY WOULD CHANGE, DO NOT ASK ABOUT HIGHER LEVELS OF SAVINGS.
 IF PARTICIPANT SAYS THEY DEFINITELY WOULD NOT TAKE UP THE PLAN, DO NOT ASK ABOUT LOWER LEVELS OF SAVINGS
 CONTINUE ASKING UNTIL REACH OPTIMAL LEVEL OF SAVINGS (MAXIMUM 4 ITERATIONS). FOR LATER ITERATIONS OF QUESTIONS, ONLY INCLUDE CORE QUESTION WORDING AS MARKED (CORE QUESTION) ABOVE*

- 35. Definitely would
- 36. Probably would
- 37. Not sure
- 38. Probably would not
- 39. Definitely would not

NB DO NOT PROVIDE DON'T KNOW ANSWER

Base: F149: Have used any relevant appliances (APPLIANCE CODES 2-6)

INTCONT1
 SINGLE CODE
 SHOW SCREEN

In the next few years, smart appliances could become available. These would help people reduce their energy bills by running at times when it's cheaper.

Smart appliances, for example a washing machine, could be linked to an external company, such as your energy supplier. The external company would monitor when the cost of energy falls, and with your agreement would remotely control when your appliance runs.

To use the appliance you would load it and set it as ready, and the external company would start the appliance when the cost of energy falls.

(IF NECESSARY: You could still use the appliance in the same way as usual, by loading it up and turning it on to run; or you could use a timer or app yourself to programme when it would run)

[If have an EV = APPLIANCE = 6] You could also use this type of system to charge your electric vehicle.

How likely would you be to use appliances like this to reduce the cost of your household's energy bills

- 40. Definitely would
- 41. Probably would
- 42. Might or might not
- 43. Probably would not
- 44. Definitely would not
- 99. Don't know

Base: F149: Have used any relevant appliances (APPLIANCE CODES 2-6)

INTCOMF
SINGLE CODE

SHOW SCREEN

How comfortable or uncomfortable would you feel about an external company controlling when your appliances run?

- 45. Very comfortable
- 46. Fairly comfortable
- 47. Neither comfortable nor uncomfortable
- 48. Fairly uncomfortable
- 49. Very uncomfortable
- 99. Don't know

Base: F152: All except 'don't know' (code 99) at INTCOMF

WHYCOMF
OPEN ENDED

Why do you say you would feel <INTCOMF = 1 / 2->comfortable/ INTCOMF = 4/5 ->uncomfortable/ INTCOMF = 3 ->neither comfortable nor uncomfortable> about using the service we've just discussed?

(IF NECESSARY: This is a service where you would allow an external company to control when household appliances run)

Type in verbatim
Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

INTROX

Now changing the subject a bit, I'd like to ask you about other services and suppliers

Base: F2: Has gas and/or electricity supply and responsible for it

Q120
SINGLE CODE SHOW AS GRID
ROTATE ORDER OF PRESENTATION OF ROWS

SHOW SCREEN

For which, if any, of the following services have you switched your provider in the last 12 months?

For each of :

- i: Mobile phone network
- ii: Internet or broadband provider
- iii: Current Account
- iv. Home insurance
- v. Car insurance

- 1. Yes I've switched
- 2. No I haven't
- 3. Not applicable because I don't have this product
- 98. DK



99. Refused

Base: F2: Has gas and/or electricity supply and responsible for it

INTRO10

READ OUT

NOW SOME QUESTIONS ABOUT YOU AND YOUR HOUSEHOLD, SO WE CAN LOOK AT YOUR ANSWERS ALONGSIDE THOSE OF other people like you.

Base: F2: Has gas and/or electricity supply and responsible for it

Q128

SINGLE CODE

SHOW SCREEN

How often do you use the internet?

- 1: Roughly every day
- 2: At least once a week
- 3: At least once a month
- 4: Less than once per month
- 5: Never - but I do have access
- 6: Never - and I do not have access
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

Q129

SINGLE CODE

SHOW SCREEN

Can I check, is English your first or main language?

INTERVIEWER INSTRUCTION: If 'Yes', probe - "Is English the only language you speak or do you speak any other language?"

- 1: Yes - English only
- 2: Yes - English first/main and speaks other languages
- 3: No - Another first/main language
- 4: Bilingual - consider both languages as main
- 98: Refused
- 99: Don't know



Base: F2: Has gas and/or electricity supply and responsible for it

Q130
SINGLE CODE

SHOW SCREEN

What is the highest level of education you have completed? Please select one answer only.

- 3: Professional qualifications
- 1: Post graduate degree (MA, MSc, PhD etc.)
- 2: Degree
- 4: HND\HNC
- 7: ONC\OND\City & Guilds
- 8: GNVQ
- 5: A Levels\AS Levels
- 6: GCSE\O Levels\CSE
- 96: None
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

Q131
SINGLE CODE

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? This includes problems due to old age.

- 1: Yes
- 96: No
- 98: Refused
- 99: Don't know

Base: F110 Participant or spouse/partner with long term limiting illness/disability

DISA2
ASK FOR EACH PERSON IDENTIFIED AT Q131
MULTIPLE CODE

SHOW SCREEN

If code 1 at Q131:

Which of these best describes the impairment, illness or disability?

PLEASE SELECT ALL THAT APPLY

- 1. Visual impairment
- 2. Other difficulties reading, speaking or understanding English
- 3. Hearing impairment
- 4. Mobility impairment
- 5. Mental health problems
- 6. Learning difficulties
- 97. Other health problem or disability
- 96. None of these
- 99. Don't know
- 98. Prefer not to answer

Base: F2: Has gas and/or electricity supply and responsible for it

Q132
SINGLE CODE



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? This includes caring for relatives with problems due to old age.

1: Yes
2: No
98: Refused
99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

Q133I
MULTI CODE
SHOW SCREEN

Do you receive any of the following tax credits or social security benefits?
Please include those you receive personally or jointly with your partner/spouse
PLEASE SELECT ALL THAT APPLY

- 20. Not receiving any benefits or credits (*SINGLE CODE ONLY*)
 - 21. Child Benefit
 - 22. Child Tax Credit
 - 23. Council Tax Benefit/Council Tax Reduction
 - 24. Disability Living Allowance or Personal Independence Payment (PIP)
 - 25. Employment and Support Allowance (ESA)
 - 26. Guardian's Allowance
 - 27. Housing Benefit
 - 28. Incapacity Benefit
 - 29. Income Support
 - 30. Jobseeker's Allowance
 - 31. State Retirement Pension (including Widow's Pension or Bereavement Allowance)
 - 32. Pension Credit
 - 33. Universal Credit
 - 34. Working Tax Credit
 - 35. Carers Allowance
 - 36. Winter Fuel Allowance
 - 37. Warm Home Discount
 - 38. Registered for the energy and water priority services register
 - 39. Other benefits (please specify)
 - 98: Refused
 - 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

Q133

SHOW INCOME CARD

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? Please include income from earnings, self-employment, benefits, pensions, and interest from savings. Just tell me the letter beside the row that applies to you.

G: Under £100 / Under £400 / Under £5,000
L: £101 and £160 / £401 - £640 / £5,050 - £8,000
B: £161 - £199 / £641 - £829 / £8,001 - £9,999
F: £200 - £240 / £830 - £961 / £10,000 - £12,000
K: £241 - £308 / £962 - £1333 / £12,001 - £15,999
I: £309 - £389 / £1,334 - £1,649 / £16,000 - £19,999
D: £390 - £489 / £1,650 - £2,099 / £20,000 - £24,999
C: £490 - £679 / £2,100 - £2,899 / £25,000 - £34,999



A: £680 - £869 / £2,900 - £3,749 / £35,000 - £44,999
 J: £870 - £1,149 / £3,750 - £4,999 / £45,000 - £59,999
 H: £1,150 - £1,549 / £5,000 - £6,649 / £60,000 - £79,999
 E: £1,550 or over / £6,650 or over / £80,000 or over
 SPONTANEOUS ONLY: Nothing/no work or scheme
 98: Refused
 99: Don't know

Base: F55: "Nothing\ no work or scheme" or don't know income or refused income

Q134
 SINGLE CODE

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?

INTERVIEWER INSTRUCTION: If the participant has a partner we would like their combined income.

1: Less than £16,000
 2: £16,000 or more
 98: Refused
 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

WELBI
 SINGLE CODE
 ALTERNATE ORDER OF ANSWER LIST

SHOW SCREEN

Which one of the following statements best describes how well you are keeping up with your bills and credit commitments at the moment?

Please include those you have personally or jointly with a partner or spouse

PLEASE SELECT ONE ONLY

1. I am / we are keeping up with all bills and commitments without any difficulties
2. I am / we are keeping up with all bills and commitments, but it is a struggle from time to time
3. I am / we are keeping up with all bills and commitments, but it is a constant struggle
4. I am / we are falling behind with some bills or credit commitments
5. I am / we are having real financial problems and have fallen behind with many bills or credit commitments
6. I / we don't have any bills or credit commitments
99. Don't know
98. Refused

Base: F2: Has gas and/or electricity supply and responsible for it

ARREA
SINGLE CODE

SHOWSCREEN

In the last twelve months, has the household been in arrears on your gas or electricity bills. That means that you have been unable to pay on time because of financial difficulties.

- 1 Yes, once
- 2 Yes, twice or more
- 3 No
- 98: Refused
- 99: Don't know

Base: F153: Yes (codes 1 or 2) at ARREA

ARREA2
MULTIPLE CODE

SHOW SCREEN

Can I check, have you or anyone else in your household sought any advice or assistance to help to manage paying your household's energy bills from any of these places?

ROTATE

- 50. Energy supplier
- 51. Bank/building society
- 52. Citizens Advice Bureau
- 53. StepChange
- 54. National Debtline
- 55. Local advice centre
- 97. Somewhere else (specify)
- 96. None of these
- 98: Refused
- 99: Don't know

Base: F140: Has Prepayment meter

QPPM1
SINGLE CODE

How often, over the last year, would you say that you have been temporarily disconnected from your [FIRST FUEL TYPE FROM Q4 gas / electricity / heat] supply because the meter ran out of credit before you topped it up?

DO NOT READ OUT

- I. Gas
- II. Electricity

- 1: Once a week or more
- 2: Two-three times a month
- 3: 6-12 times in the last year
- 4: 3-5 times in the last year
- 5: 1-2 times in the last year
- 6: Never
- 98: Refused
- 99: Don't know

Base: F141: Has been disconnected from any fuel type on PPM in the past 12 months

QPPM2
SINGLE CODE
LIST ROUTES THROUGH FROM THOSE CODED AT QPPM1

And which is the longest period of time you have been disconnected from your [INSERT FUEL TYPE CODED @ QPPM1] supply in the last year?
DO NOT READ OUT

- III. Gas
- IV. Electricity

- 1: Less than an hour
- 2: Up to three hours
- 3: Up to seven hours
- 4: Up to twelve hours
- 5: Up to twenty-four hours
- 6: More than one day (24 hours) (ENTER NUMBER OF DAYS INTO BOX)
- 98: Refused
- 99: Don't know

Base: F154: If self-disconnected for an hour or more (QPPM2 codes 2-6)

QPPM3
OPEN ENDED

Can you tell me a little more about the circumstances that led to you being disconnected from your [INSERT FUEL TYPE CODED @ QPPM1] supply in the last year?
PROBE: What do you think caused it?

- Open ended
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

Q135
SINGLE CODE

Have you moved house in the last 12 months?

- 1: Yes - once
- 2: Yes - more than once
- 3: No
- 98: Refused
- 99: Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

AGE
TAKE NUMERIC AGE. IF REFUSED CODE INTO BANDS BELOW
NUMERIC RANGE 16-100

What is your age?

- Enter number
- 98: Refused
- 99: Don't know



Base: Refused/DK at AGE

AGEBAND
DO NOT ROTATE

What is your age?
SHOW SCREEN

1. 16-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75-84
8. 85+
98. Refused
99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

GENDER
DO NOT ROTATE

Which of these describes how you think of yourself?

1. Male
2. Female
3. In some other way
4. Prefer not to say

Base: F2: Has gas and/or electricity supply and responsible for it

ADULTS1

How many ADULTS aged between 16 and 64 are there in your household?

- ENTER NUMBER
98. Refused
 99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

ADULTS2

How many ADULTS aged 65 or older are there in your household?

- ENTER NUMBER
98. Refused
 99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

CHILD1
MULTIPLE CODE
Are there any children in the household of these ages?

2. Yes any under age 5



3. Yes any aged 5-15

2. No

98. Refused

99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

TENURE
DO NOT ROTATE

SHOW SCREEN AND READ OUT

Please tell me whether your home is...

1. Being bought on a mortgage
2. Owned outright by household
3. Rented from Local Authority
4. Rented from private landlord
5. Rented from Housing Association
6. Other
98. Refused
99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

WORK
DO NOT ROTATE

SHOW SCREEN AND READ OUT

Are you personally...

1. Employed or self employed full time (30+ hours)
2. Employed or self employed part time (8-29 hours)
3. Employed or self employed part time (<8 hours)
4. Retired
5. Still at school
6. In full time higher education
7. Unemployed and seeking work
8. Not employed and not seeking work
98. Refused
99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

SOCIALGRADE
USE STANDARD SOCIAL GRADE QUESTION SET FOR FACE-TO-FACE SURVEYS

I would now like to ask you about the member of your household who is the Chief Income Earner; that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

Are they ...

1. Working
2. Retired/Not working with private pensions/means
3. Unemployed less than 6 months
4. Unemployed more than 6 months
5. Retired with STATE BENEFIT/PENSION ONLY
6. Not working with STATE BENEFIT ONLY
7. Student



98. Prefer not to say

- Job Title
- Job Description
- Industry
- Number employed at location
- Qualifications
- If Manager/Supervisor/Self-Employed, Number of people responsible for

NOTE THAT WE HAVE SEPARATE QUESTIONS FOR THIS PRE PROGRAMMED - WE HAVEN'T SET THEM OUT HERE BUT THE ABOVE IS A SUMMARY

- 1. A
- 2. B
- 3. C1
- 4. C2
- 5. D
- 6. E
- 98. Refused
- 99. Don't know

Base: F2: Has gas and/or electricity supply and responsible for it

Q136
SINGLE CODE

[SHOW SCREEN](#)

Thank you for your help with this survey so far. We may wish to get back in touch with some people in the next 12 months to take part in follow-up research as part of this research project. Which of these do you give us permission to do in the next year?

If you give your permission now, you can change your mind later. After 12 months, your contact details will be deleted and you will not be contacted again as a result of this survey for this client. Would you be willing to be recontacted again in the next 12 months?

1. Yes, willing to be re-contacted by Ipsos MORI as part of this research project
2. No, not willing to be re-contacted by Ipsos MORI as part of this research project

[IF PERMISSION TO RECONTACT GIVEN, TAKE CONTACT DETAILS – NAME, ADDRESS, TEL NUMBER AND EMAIL ADDRESS](#)

5.5 Full list of filters used in 2018

Filter No.	Description	Definition	Full filter description
F0 All participants	All participants	[All]	F0: All participants
F1	Has gas and/or electricity supply	[Q1=1] OR [Q1=2] OR [Q1=3]	F1: Has gas and/or electricity supply
F2	Has gas and/or electricity supply and responsible for it	[Q2=1]	F2: Has gas and/or electricity supply and responsible for it
F3	Has gas only supply and responsible for it	[Q1=1 AND Q2=1]	F3: Has gas only supply and responsible for it
F4	Has electricity only supply and responsible for it	[Q1=2 AND Q2=1]	F4: Has electricity only supply and responsible for it
F5	Has gas and electricity supply and responsible for it	[Q1=3 AND Q2=1]	F5: Has gas and electricity supply and responsible for it
F6	Has different gas and electricity suppliers, or not sure if the same	[Q150=2] OR [Q150=98] OR [Q150=99]	F6: Has different gas and electricity suppliers, or not sure if the same
F7	Has gas and electricity supply from the same supplier and responsible for it	[Q150=1]	F7: Has gas and electricity supply from the same supplier and responsible for it
F42	All who spend something on home energy	[Q8 >£0]	F42: All who spend something on home energy
F45	Not made complaint in past 12 months to current or previous supplier	[Q76=2] OR [Q76=98] OR [Q76=99]	F45: Not made complaint in past 12 months to current or previous supplier
F47	Received annual summary	[Q94ii=1]	F47: Received annual summary
F48	Received bill	[Q94iii=1]	F48: Received bill
F49	Received PIN	[Q94iv=1]	F49: Received PIN
F50	Received end of fixed term letter	[Q94v=1]	F50: Received end of fixed term letter
F51	Received annual summary AND read it in detail/skimmed	[[Q95=1 OR Q95=2] AND [F47]]	F51: Received annual summary AND read it in detail/skimmed

Filter No.	Description	Definition	Full filter description
F52	Received bill AND read it in detail/skimmed	[[Q99=1 OR Q99=2] AND [F48]]	F52: Received bill AND read it in detail/skimmed
F53	Received PIN AND read it in detail/skimmed	[[Q103=1 OR Q103=2] AND [F49]]	F53: Received PIN AND read it in detail/skimmed
F54	Received end of fixed term letter AND read it in detail/skimmed	[[Q107=1 OR Q107=2] AND [F50]]	F54: Received end of fixed term letter AND read it in detail/skimmed
F55	"Nothing\ no work or scheme" or don't know income or refused income	[Q133=11] OR [Q133=98] OR [Q133=99]	F55: "Nothing\ no work or scheme" or don't know income or refused income
F101	Have gas and electricity from same supplier and pay for them both in the same way (e.g. direct debit, on receipt of bill only)	[F7] AND [[Q5=1 AND Q6=1] OR [Q5=2 AND Q6=2] OR [Q5=3 AND Q6=3]]	F101 have gas and electricity from same supplier and pay for them both in the same way (e.g. direct debit, on receipt of bill only) (codes 1 or 2 or 3 at Q.5 and Q.6)
F102	Switched using price comparison site/energy scanning service/automatic switching service	[Q165=1]	F102 Switched using price comparison site
F106	Tried to switch but unable to at New17	[Tried = 1]	F106 Tried to switch but unable to
F107	Approached by salesperson at Repra (marked with * in answer list)	[Repra = 1] or [Repra = 2] or [Repra = 3] or [Repra = 4] or [Repra = 5] or [Repra = 6]	F107 Approached by salesperson from own or other energy company
F108	Shopped around in energy market but not switched supplier or tariff in P12M, or not shopped around in energy market at all in P12M	[Dummset<>1,2,3,4,5 or 6]	F108 Shopped around in energy market but not switched supplier or tariff in P12M, or not shopped around in energy market at all in P12M
F109	Someone else in household with long term limiting illness/disability at Q131	Q131=2	F109 Someone else in household with long term limiting illness/disability at Q131
F110	Participant or spouse / partner has long term	Q131=1 or 2	F110 Participant or spouse/partner with long term limiting illness/disability

Filter No.	Description	Definition	Full filter description
	limiting illness/disability (Q131)		
F111	Aware of smart meters	[SM1 = 1]	F111 Aware of smart meters
F112	Ever switched gas supplier	[Q21 = 1] or [Q21 = 2] OR [Q21 = 3] OR [Q21 = 4] OR [Q21 = 5]	F112 Ever switched gas supplier
F113	Ever switched electricity supplier	[Q22 = 1] OR [Q22 = 2] or [Q22 = 3] OR [Q22 = 4] OR [Q22 = 5]	F113 Ever switched electricity supplier
F114	Switched gas and electricity supplier in past 12 months	Q138=1 and Q139 =1	F114 Switched gas and electricity supplier in past 12 months
F115	Ever switched gas tariff	[TmesG = 1] or [TmesG=2] or [TmesG = 3] or [TmesG =4] or [TmesG =5]	F115 Ever switched gas tariff
F116	Ever switched electricity tariff	[TmesE = 1] or [TmesE=2] or [TmesE = 3] or [TmesE =4] or [TmesE =5]	F116 Ever switched electricity tariff
F117	Switched gas and electricity tariff in past 12 months	WhnSG=1 and WhnSE =1	F117 Switched gas and electricity tariff in past 12 months
F118	Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months	[Dummset=1] or [DummSet=2] or [DummSet=3] or [DummSet=4] or [DummSet=5] or [DummSet=6] or [DummSet=7] or [DummSet=8] or [DummSet=9] or [DummSet=10]	F118 Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months
F119	Gave more than one response at Q160	Coded 2 or more codes at Q160	F119 Gave more than one response at Q160
F120	Recommendations made at Recom	[Recom = 1] or [Recom = 2] or [Recom = 3]	F120 Recommendations made at Recom
F121	Gave more than one response at Q122	Coded 2 or more codes at Q122	F121 Gave more than one response at Q122

Filter No.	Description	Definition	Full filter description
F123	Switched gas or electricity supplier or tariff in past 12 months	[DummSet=1] or [DummSet=2] or [DummSet=3] or [DummSet=4] or [DummSet=5] or [DummSet=6]	F123 Switched gas or electricity supplier or tariff in past 12 months
F124	Switched gas or electricity supplier in past 12 months	[DummSet=1] or [DummSet=2] or [DummSet=3]	
f125	Thought they would save money from the switch	Q166 = 1 or Q166 = 2	F125 Thought they would save money from the switch
F126	Owed balance from old supplier when last switched'	OwedM = 1	F126 Owed balance from old supplier when last switched
F127	Cause to complain but did not complain	q81 = 1	F127 Cause to complain but did not complain
F129	Says they have a smart meter	[SM4=1]	F129: Says they have a smart meter
F130	Aware of personal projection	Q174 =1	F130: Aware of personal projection
F133	NOT Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months	Dummset = 96	F133:NOT Switched gas or electricity supplier or tariff, or compared suppliers or tariffs in the past 12 months
F140	Has PPM	Q5 = 4	F140: Has PPM
F141	Has PPM and has been disconnected from any fuel type in past year	QPPM1 = 1-5	F141: Has PPM and has been disconnected from any fuel type in past year
F142	Has fully electric or hybrid vehicle	QProper = 6/7	F142: Has fully electric or hybrid vehicle
F143			
F144	Has a Smart Meter type A	SM4=1 AND SM7 = 1/3	Says has a Smart Meter type A
F145	Aware of scanning / auto switching	(Methods = 3 or 4)	Aware of scanning or auto switching at methods

F146	Signed up to Energy Scanning or Auto switching service	(Methods2 = 1/2)	Signed up to Energy Scanning or Auto switching service
F147	Aware of energy companies going out of business at energyoob	(ENERGYOOB = codes 1-3)	Aware of energy companies going out of business at energyoob (ENERGYOOB = codes 1-4)
F148	Went through energy company failure themselves	ENERGYOOB=1	Went through energy company failure themselves
F149	Have used any relevant appliances	(APPLIANCE = 2/3/4/5/6)	Have used any relevant appliances
F150	Uses any of the four relevant appliance at peak times	(WHENAPP = 1/2/3/4)	Uses any relevant appliance at peak times
F151	Difficult to load shift	(LOADSH = 4 or 5)	Difficult to load shift
F152	Has opinion either way on external company controlling when appliances run	(INTCOMF = 1-5)	Has opinion either way on external company controlling when appliances run
F153	Has been in arrears on energy bills in last 12 months	(ARREA = 1 or 2)	Has been in arrears on energy bills in last 12 months
F154	Has self-disconnected for an hour or more	(PPM2 = 2-6)	Has self-disconnected for an hour or more

Filters F144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154 were added in 2019. F102 was adapted to include energy scanning / automated switching services.