

# Consumer Engagement Survey 2016

## Technical Report

August 2016



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# 1. Survey methodology

## 1.1 TNS Face to Face Omnibus Survey

Fieldwork for the survey was conducted between 3<sup>rd</sup> February and 6<sup>th</sup> March 2016, on the face to face TNS Omnibus survey using Computer Assisted Personal Interviewing (CAPI). A total of 5,956 eligible<sup>1</sup> GB electricity and/or gas consumers took part in the survey. Of these, 5,196 had both electricity and gas, 743 had electricity but not gas and 17 had gas, but not electricity. This meant that in total there were 5,939 electricity consumers, and 5,213 gas consumers in the survey.

### 1.1.1 Sample Design

The TNS Omnibus employs a random location methodology to achieve in home interviews with c4,000 adults aged 16 or over each week. Each week consists of two waves of fieldwork – the first wave commencing on the Wednesday and the second wave commencing on the Friday of that week. Each wave aims to achieve c2,000 interviews. The 2016 Ofgem RMR survey ran across five waves of the Omnibus.

To create the sample frame we split the country into different sample points. The sampling points were originally defined using 2001 Census small area statistics and the Postcode Address File (PAF). These points are areas of similar population sizes formed by the combination of electoral wards with the constraint that each point must be contained within a single Government Office Region (GOR). In addition, geographic systems were employed to minimise the amount of time taken to cover each area, making it as efficient as possible.

TNS defined 600 points south of the Caledonian Canal in Great Britain (GB) and five to the north of the Canal. These latter points differ in size from the other points and each other to meet the need to separately cover the different parts of the Highlands and Islands.

### 1.1.2 Stratification and Sample Point Selection

Each wave of the Omnibus selects 415 of the points south of the Caledonian Canal for use (after stratification by Government Office Region and Social Grade). They are also checked to ensure representativeness by an urban and rural classification. These points are then split into two equal batches (replicates): one batch is issued in the first week; the other used in the next week. One of the points north of the Caledonian Canal is also used. Those replicates are used in rotation to give a wide spread across the Province over time. The statistical accuracy of the GB sampling is maximised by issuing sequential waves of fieldwork systematically across the sampling frame to provide maximum geographical dispersion. This ensures that the sample point selection remains representative for any specific fieldwork wave.

### 1.1.3 Selection of Clusters within Sampling Points

All of the sample points in the sampling frame are divided into two geographically distinct segments, with each containing, as far as possible, equal populations. For the Omnibuses, alternative A and B halves are worked for each wave of fieldwork. Each week, different

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<sup>1</sup> Eligibility was assessed as respondents who have mains gas and/or electricity in their household and who were responsible for this – see Section 1.1.5.

electoral wards are selected in each required half, with Census Output (OAs) Areas being selected within those wards. Groups of OAs containing a minimum of 130 addresses are sampled in those areas from the PAF (a maximum of 200 addresses are issued per interviewer assignment).

#### **1.1.4 Interviewing**

For each wave, addresses are issued to interviewers to achieve a sample of 10, 11, 12, 14, or 16 interviews in areas outside of London and 10, 11, 14 or 15 within London, depending upon the survey length (longer survey lengths reduce the number of interviews that can be achieved within a two day fieldwork assignment). The Ofgem questionnaire was on average 23 minutes long, and therefore the smallest target figures were used.

Individuals have to be at least 16 years of age to be eligible to participate in the Omnibus. Each interviewer's Omnibus assignment is conducted over two days of fieldwork and carried out weekday 2pm-8pm and at the weekend. Quotas are set by gender/working status. Within the female quota, a presence of children and a work status quota is set. For the male quota, a work status quota is set, to ensure a balanced sample of male adults within effective contacted addresses. All interviewers must leave three doors between each successful interview<sup>2</sup>.

#### **1.1.5 Survey Eligibility**

All respondents who participated in the TNS Omnibus during the Ofgem fieldwork period were asked screening questions to assess their eligibility for the Ofgem RMR 2016 survey. In addition to being 16 years or older, for a respondent to be eligible they had to:

- have mains gas and/or mains electricity in their household (Q1)
- be responsible, or jointly responsible, for the gas and/or electricity bills in their household (Q2)

This screening process therefore excluded respondents who were:

- living in a property where the landlord organised and paid the energy bills
- living in a household where another household member or members take responsibility for the bills
- dependent on a non-household member to manage bills on their behalf

Of the adults taking part in the Omnibus survey in 2016, 67% met the eligibility criteria and completed the Ofgem survey (as shown in Table 1.1).

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<sup>2</sup> There is a small degree of flexibility where completion of fieldwork is very difficult to ensure that the overall target is met, but these targets/rules are broadly achieved. Data is further weighted to achieve representativeness.

**Table 1.1 Screening results**

Screening questions	Q1 Have mains gas and/or mains electricity in their household	Q2 Responsible, or jointly responsible, for the gas and/or electricity bills in their household	<i>Count</i>
<b>Does not meet eligibility criteria</b>	59		2801
<b>Responded don't know</b>	25		24
<b>Refused to answer</b>	76		13
<b>Total screened out</b>	<b>160</b>		<b>2838</b>
<b>Total eligible</b>			<b>5956</b>
<b>Total ineligible</b>			<b>2998</b>
<b>Total Omnibus survey sample</b>			<b>8954</b>

## 2. Questionnaire design

### 2.1 Questionnaire Design

The original questionnaire was designed by Ofgem and TNS BMRB for the 2014 baseline study, and reviewed before the 2015 and 2016 surveys, with a view to improve where possible but also maintain maximum comparability.

Changes made to the survey in 2016 were minimal, as the questionnaire was partially redesigned between 2014 and 2015. This redesign aimed to reduce both the average length of the survey and the interview burden on dual supply respondents<sup>3</sup> by combining some separate gas and electricity questions. These changes were kept for the 2016 survey, and are relevant to the main report, where the analysis is mostly focused on changes between 2014 and 2016.

An outline of the changes made between 2015 and 2016 is provided below, and later are details of the more substantive changes made between the 2014 and 2015 surveys.

### 2.2 Changes to the questionnaire in 2016

In 2016 the existing questionnaire underwent a review process, conducted by both Ofgem and TNS BMRB. A small number of changes were made, and these were not enough to warrant running a pilot survey.

The changes made to the study between 2015 and 2016 are detailed in the table below<sup>4</sup>:

**Table 2.1 Questionnaire changes 2015 to 2016**

Type	Description	Details
Amendment	Energy supplier lists updated	Q3, Q4, Q151, Q25, Q30, Q158, Q79, and Q83
Amendment	Answer codes of existing questions amended	<ul style="list-style-type: none"><li>Q17: 'Don't know' and 'It's not about the money' now shown as separate options</li><li>Q161: 'I saw an advert in the newspaper' changed to 'I saw an advert/article in the newspaper'</li></ul>

<sup>3</sup> Those with both gas and electricity supply in their home.

<sup>4</sup> The full 2016 questionnaire is included in Section 5 and the 2014 and 2015 questionnaires can be found in their respective technical reports, published on the Ofgem website.

Type	Description	Details
Addition (partial)	Answer codes added to existing questions	<ul style="list-style-type: none"> <li>Q161: 'I saw an advert online' and 'I saw someone post something on social media (facebook, instagram, twitter etc)'</li> <li>Q102: 'I used the QR code to find out more about my existing tariff or energy use'. Respondents were also shown a picture of a QR code</li> </ul>
Deletion (partial)	Answer codes removed from existing questions	<ul style="list-style-type: none"> <li>Q161: 'I saw an advert (billboard)'</li> <li>Q165: 'I saw an advert'</li> </ul>

### 2.3 Changes to the questionnaire in 2015

The 2014 questionnaire was initially reviewed by both Ofgem and TNS BMRB to identify areas for change and additions for 2015. A pilot survey took place on the face-to-face TNS Omnibus between 16<sup>th</sup> and 23<sup>rd</sup> January 2015, with 347 interviews conducted with eligible respondents. The pilot provided an estimate of the overall questionnaire length, as well as testing of the new routing for dual supply consumers and new questions.

The average pilot interview length (based on Ofgem specific questions and standard demographic questions only) was 23½ minutes. Following a debrief meeting between Ofgem and TNS BMRB and analysis of pilot survey data, further minor changes were made to correct a small number of routing and script issues identified during the pilot, and also to remove a small number of additional questions to reduce the average questionnaire length to 23 minutes for the main survey.

**Table 2.2 Questionnaire changes 2014 to 2015**

Type	Description	Details
Addition	Questions added to facilitate/reflect changes to the routing path of dual supply consumers and those who switched / compared both gas and electricity the last time they did so – see below for further details	<p>Questions added:</p> <ul style="list-style-type: none"> <li>• Q150 – to establish whether gas and electricity is supplied by the same energy supplier</li> <li>• Q151 – who current energy supplier is (to complement existing gas and electricity questions Q3 and Q4)</li> <li>• Q152 – how familiar with range of tariffs on offer from current energy supplier (to complement existing gas and electricity questions Q87 and Q88)</li> <li>• Q153 – how familiar with the features of current dual fuel deal (to complement existing gas and electricity questions Q89 and Q90)</li> <li>• Q154 and Q155 – to establish if the last switch in supplier was for gas and electricity at the same time from dual supply to dual supply</li> <li>• Q156 – how last switched gas and electricity (to complement existing gas and electricity questions Q29 and Q34)</li> <li>• Q157 – whether found it easy to decide which deal to switch to (to complement existing gas and electricity questions Q23 and Q24)</li> <li>• Q158 – who previous energy supplier was (to complement existing gas and electricity questions Q25 and Q30)</li> <li>• Q159 – to establish whether last time switched or compared tariff it was for gas only, electricity only or gas and electricity at the same time</li> <li>• Q160 to Q166 – added to replace separate gas and electricity questions Q45 to Q57 and Q140</li> </ul>
Amendment	Energy supplier lists updated	Q3, Q4, (new) Q151, Q25, Q30, (new) Q158, Q79, and Q83
Amendment	Additional code included at Q27 and Q32 to capture those who did not actively change payment method but rather changed bank or building society	"I only changed the bank \ building account bills are paid from" added at Q27 and Q32

Type	Description	Details
Amendment	Changes to routing instructions at questions Q41 to Q44 to ask all of all respondents – <i>see below for further details</i>	In 2014 only those who had not switched supplier or changed tariff were asked if they had compared tariff at Q41 to Q44; now asked of all respondents
Amendment	Additional code added to Q58	“Power to Switch campaign” added to Q58
Amendment	Change to Q71 wording and the addition of Q167 to identify if consumers have seen any information from their energy supplier(s) about the requirement to treat them fairly and where they saw this	Q71 wording amended (in 2014 this asked “In the last 12 months, have you received a letter or leaflet from your energy supplier about their requirements to treat customers fairly?”) Q167 added
Deletion (partial)	Five institutions removed at Q72	Institutions removed: <ul style="list-style-type: none"> <li>• Politicians</li> <li>• NHS Doctors</li> <li>• The Police</li> <li>• Mobile Phone Providers</li> <li>• Estate Agents</li> </ul>
Addition	Questions added on consumer recall and the impact of savings messages, Tariff Comparison Rates, and Personal Projections	Savings messages - Q168 to Q170 Tariff Comparison Rates - Q171 to Q173 Personal Projections - Q174 to Q176

Type	Description	Details
Amendment	Changes to Q120 to ask if consumers had switched any of six services in the last 12 months	Question wording amended (to reflect removal of Q119, ever switched any of the services) and three services removed at Q120: <ul style="list-style-type: none"> <li>• Mortgage</li> <li>• Car Insurance</li> <li>• Home Insurance</li> </ul>
Deletion (partial)	Five statements removed to reduce the length of Q121	Statements removed at Q121: <ul style="list-style-type: none"> <li>• I'm happy with my current supplier and I see no need to switch</li> <li>• I check now and again to see if it's worth me switching supplier or tariff</li> <li>• I'm happy with my current supplier and I see no need to switch</li> <li>• I feel reasonably confident I know enough about how to switch suppliers</li> <li>• It's getting harder to understand all the information I receive from suppliers</li> <li>• I would switch if my supplier let me down on customer service</li> </ul>
Deletion (partial)	Four statements removed to reduce the length of Q127	Statements removed at Q127: <ul style="list-style-type: none"> <li>• I always feel some worry or anxiety when things I am used to start to change -</li> <li>• I always find out everything I can about a product before I decide to buy it</li> <li>• I prefer to talk to a salesperson before I buy things</li> <li>• I think about the effects on the environment of my purchasing decisions</li> </ul>
Amendment	Response codes amended at Q133 to reduce the number of income bands and to bring the bands in line with Q134	Bands reduced from 14 to 10 and third and fourth band boundary adjusted to £16,000 not £15,000 per annum

Type	Description	Details
Deletion	Multiple questions deleted	<p>Questions removed:</p> <ul style="list-style-type: none"> <li>• Q45 to Q57, Q140: separate gas and electricity questions relating to last experience of switching supplier, changing tariff or comparing tariffs (replaced by Q160 to Q166 as part of routing changes for dual fuel consumers)</li> <li>• Q77: which energy companies complained to in the last 12 months (removed in favour of Q79 which energy company complained to most recently)</li> <li>• Q78: how many issues needed to complain about in the last 12 months</li> <li>• Q97, Q101, Q105, Q109: how easy or difficult did they find it to understand information included in their annual summary, bill/direct debit/prepayment statement, price increase notification letter, end of fixed term tariff letter</li> <li>• Q141 to Q144: did they recall seeing a message on their annual summary, bill/direct debit/prepayment statement, price increase notification letter, end of fixed term tariff letter about savings they could make by changing tariff or payment method (replaced by Q168-Q170)</li> <li>• Q119: ever switched any of a list of non-energy market services, e.g. mortgage, car insurance, current account (in favour of Q120, whether switched these in the last 12 months)</li> <li>• Q126: how likely they would be to switch either gas or electricity supplier in the next 12 months and 5 years</li> </ul>

### **2.3.1 Changes to questions/routing for dual supply consumers**

In the 2015 survey significant changes were made to the way dual fuel customers were routed through the survey. One of the key aims was to shorten the questionnaire and improve the respondent experience as much as possible.

As the 2014 survey showed a majority of consumers have both gas and electricity in their homes, and their experiences and views for both fuel types are very similar (for example, consumers are more likely to switch both at the same time), the routing in key places in the questionnaire was amended to ask a combined gas and electricity question of dual supply consumers, rather than two separate questions. As outlined in Table 2.3, these changes predominantly affected the switching, changing tariff and comparison sections of the questionnaire.

For example, in each year of the survey all eligible respondents were asked about their familiarity with the range of different tariffs available to them from their current energy supplier(s). In all years, respondents with just gas or just electricity supply were asked this question only in relation to their gas or electricity as relevant. In 2014, respondents with both gas and electricity were asked this question in relation to their gas and electricity suppliers separately.

In 2015, the questionnaire was adapted to identify if the respondent's gas and electricity was supplied by the same energy company, allowing for more nuanced routing through the familiarity questions.

Where a respondent had gas and electricity supplied by the same energy company, they were asked about their familiarity with the range of different tariffs available from their current energy supplier, rather than separate gas and electricity questions. This meant that c80% of the sample was asked a single question rather than two questions as in 2014, reducing the burden on many respondents.

### **2.3.2 Changes to satisfaction and trust questions**

For both satisfaction with and trust in their current supplier(s), the 2015 survey saw a minor change to the questionnaire routing from the baseline survey.

In 2014 a filter was applied to those who answered the satisfaction and trust questions (Q59/Q60, Q63/Q64, and Q67/Q68) depending on their answers for their current supplier name(s) (Q3 and Q4). The filter rules were based on whether it could be determined that the respondent definitely only had 1 supplier or had 2 suppliers. The rules applied in 2014 were:

- If responsible for gas only (Q1=1 and Q2=1) or electricity only (Q1=2 and Q2=1), they were asked Q59/60 (gas) or Q63/64 (electricity) regardless of response at Q3 (gas) or Q4 (electricity).
- If responsible for gas and electricity (Q1=3 and Q2=1), they were asked Q67/68 (energy) if they named the same supplier at Q3 and Q4. If they named separate suppliers at Q3 and Q4, they were asked both Q59/60 (gas) and Q63/64 (electricity). However, if they said other, don't know or refused at either Q3 or Q4 then they were excluded from Q59/60 and Q63/64.

In 2014, 251 gas and electricity consumers were excluded from the satisfaction and trust questions because, based on their answers at Q3 and Q4, it was not clear that they definitely had 2 suppliers.

For 2015 and 2016, the questionnaire was changed to ask if gas and electricity consumers had the same supplier, and then asked who that supplier was, rather than asking them for their gas and electricity supplier names separately and then comparing the results to see if they have the same supplier. The filter at the satisfaction and trust questions was not applied, meaning consumers who would previously have been routed past these questions were instead asked them. These consumers have been included in the overall figure calculations presented in the main report, but given the small number this should not affect the comparability with 2014 results.

### 2.3.3 Changes to comparison questions Q41 to Q44 and associated impact on index of engagement

As outlined in Table 2.2, routing instructions at questions Q41 to Q44 were amended for 2015 to allow all respondents to answer these questions (on whether they had compared tariffs). In 2014, only those who had not switched supplier or changed tariff were asked these questions. This routing change has enabled further analysis of comparison activity (see Section 3.3.2 of the main report).

As the comparison questions form part of the index of engagement (see Section 2.4), to ensure comparability with results from 2014, for the purposes of calculating index scores, results at Q41 to Q44 were edited to replicate the routing instructions in 2014. Table 2.3 outlines the editing rules applied.

**Table 2.3 Comparison questions editing – 2015/2016 surveys**

Question N <sup>o</sup> .	Question wording	Editing for index of engagement
Q41	In the last 12 months, did you compare the gas tariff you were on with those offered by other suppliers?	Removed response if answered yes (code 1) at Q19 (switched gas supplier in the last 12 months)
Q42	In the last 12 months, did you compare the electricity tariff you were on with those offered by other suppliers?	Removed response if answered yes (code 1) at Q18 (switched electricity supplier in the last 12 months)
Q43	In the last 12 months, did you compare the gas tariff you were on with any others available with your existing supplier?	Removed response if answered yes (code 1) at Q35 (changed gas tariff in the last 12 months)
Q44	In the last 12 months, did you compare the electricity tariff you were on with any others available with your existing supplier?	Removed response if answered yes (code 1) at Q36 (changed electricity tariff in the last 12 months)

## **2.4 Index of engagement**

To better understand energy consumers, for the baseline survey we created an 'index of engagement' in the energy market. This gave consumers scores for their awareness and activity on each of the factors described in this chapter (Table 2.4).

A respondent could theoretically score from zero points - if they have no awareness of their options, have never switched or compared tariff and do not read any communications - up to 70 points<sup>5</sup> if they are fully aware of their options and engaged on every measure.

In practice, most consumers scored between 10 and 35 points, with only about 4% of consumers scoring 50 points or more. In the baseline survey in 2014, we divided consumers into four segments according to analysis of the distribution of the consumers along the index. The scores at which a consumer falls into one segment or another were then fixed for 2015 and 2016 to see if the proportion of consumers falling into each segment is changing over time.

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<sup>5</sup> While there are eight factors in the segmentation, each scoring a maximum of 10 points, those who switched supplier or changed tariff do not also receive the respective comparison question, and therefore cannot score ten points for both switching/changing tariff and comparing.

**Table 2.4 Factors used to create the index of engagement**

Factor	Points allocated	
Awareness that it is possible for energy consumers to... <ul style="list-style-type: none"> <li>switch to a different supplier</li> <li>change their tariff with their current supplier</li> <li>change payment method with their current supplier</li> </ul>	aware of no options	0
	aware of one or two options	5
	aware of all options	10
Switching supplier	not switched supplier in last 5 years	0
	switched a supplier between 1 and 5 years ago	5
	switched a supplier in the last 12 months	10
Changing tariff with an existing supplier	never changed tariff with an existing supplier	0
	changed tariff with an existing supplier not in the last 12 months	5
	changed tariff with an existing supplier in the last 12 months	10
Changed payment method with an existing supplier in the last 12 months	not changed payment method	0
	changed payment method	10
Compared tariff with those offered by other suppliers, or with any others available with existing supplier in last 12 months	not made any comparisons	0
	made any comparisons	10
Contacted a current or previous energy supplier in the last 12 months to complain or for something other than a complaint or routine meter reading	did not make any contact	0
	made contact	10
Contacted another energy supplier in last 12 months	did not contact another energy supplier in the last 12 months	0
	contacted another energy supplier in last 12 months	10
Amount of detail consumer read the following communications received in last 12 months: <ul style="list-style-type: none"> <li>Annual Summary</li> <li>Bill or direct debit/ prepayment statement</li> <li>Price increase notice</li> <li>End of fixed term letter</li> </ul>	read no communications	0
	glanced over/skim read at least one communication	5
	read at least one communication in detail	10

## 3. Analysis and reporting conventions

### 3.1 Weighting

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. As with the 2014 survey, the 2015 and 2016 data was rim weighted to population targets - set from the National Readership Survey - for age and social grade within gender, plus working status within gender and Government Office Region. The weighting for the 2016 survey was based on National Readership Survey data from January – December 2015.

Data is weighted to be nationally representative of the UK general public. Weighting is applied to the overall achieved sample, including those not eligible to take part<sup>6</sup>, as weighting targets (population profile) for the eligible population<sup>7</sup> are not available. Eligible cases are then selected for analysis and reporting purposes, retaining the nationally representative weighting factor previously calculated. Please note that in the 2016 survey the weighted and unweighted bases differ slightly (5987 weighted and 5956 unweighted).

### 3.2 Statistical significance

When using the survey results it is important to remember that not all differences are statistically significant. The respondents 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 2014, 2015 and 2016 surveys were conducted using a 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.

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<sup>6</sup> i.e. those who either do not have gas and/or electricity in the household or do but are not responsible for it.

<sup>7</sup> i.e. energy consumers who have gas and/or electricity in their household and are responsible for it.

### 3.3 Key definitions and rules

*All consumers* – We sampled respondents who were responsible, or jointly responsible, for the gas or electricity bills in their household. Most (91%) of respondents bought their gas and electricity from the same supplier (often as part of a dual fuel deal), whilst the remainder either had separate gas and electricity tariffs or electricity supply only (a very small number – 17 – reported having gas only supply).

*Active consumers* - Some questions were only applicable if a consumer had switched supplier, changed tariff with their existing supplier or conducted any comparison activity in the last 12 months. We refer to this group as 'active' consumers.<sup>8</sup>

*Consumers who switch or change to save money* – A further question (Q.166 To the best of your knowledge, do you feel that you are now paying less than you would have if you had not switched your <gas/electricity/gas and electricity> tariff or supplier?) is asked of those who have switched supplier or changed tariff in the last year, and did so with the intention of saving money<sup>9</sup>.

Where respondents could give multiple responses to a question, the sum of the individual responses may be greater than 100 per cent. Also, the percentages in the tables and charts do not always add to 100 per cent due to rounding, and the sum of sub-group percentages discussed in the text may differ from the apparent totals in the charts due to rounding. Similarly, where a number of responses have been grouped together (such as agree strongly and tend to agree), or for the net scores as described above, responses may not always equal the sum of the individual responses, again due to rounding.

Percentages are calculated with *Don't know* and *Refused* categories included.

Full details of the base definitions for each question are provided in Section 5 of this report and the accompanying data tables.

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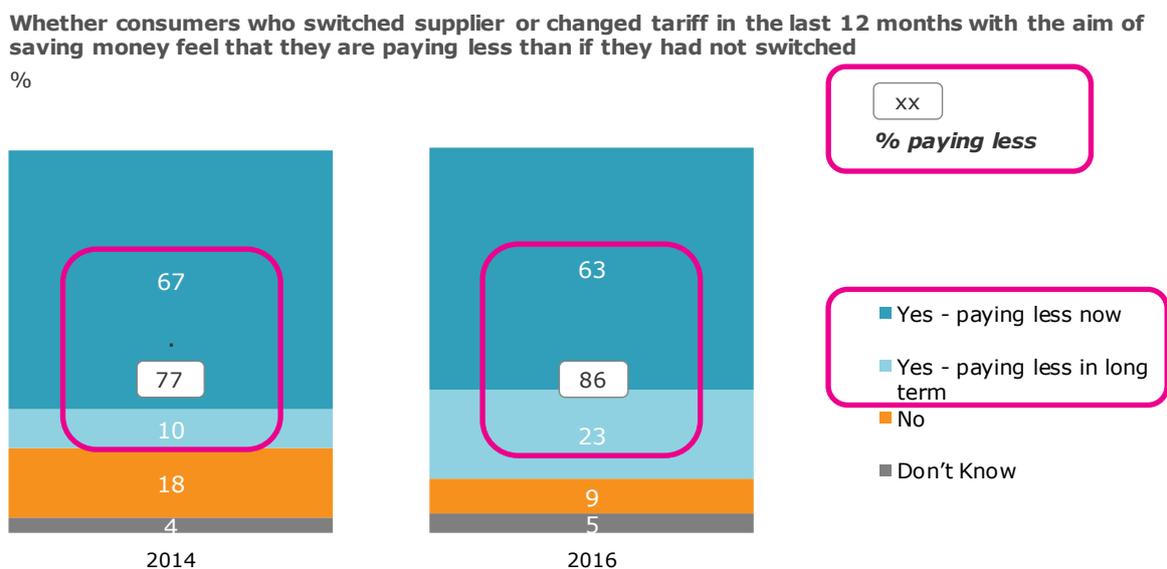
<sup>8</sup> As outlined in Section 2.3., the four tariff comparison questions (Q41 to Q44) were widened to be asked of all respondents in 2015 rather than just those who had not switched supplier or changed tariff. This means that those who had switched supplier or changed tariff were also asked the comparison questions, unlike in 2014. However, as these respondents would automatically have counted as "active" in 2014 due to their switching/changing behaviour, regardless of not having been asked the comparison questions, there is no impact on the comparability of results between 2014 and 2015 or 2016.

<sup>9</sup> This is defined as consumers who chose 'save money' at Q160.

### 3.4 Aggregate (combined category) figures

In many cases results are presented for combined scores across categories – for example combining very and fairly confident responses into a combined confident category, as in Figure 1.1. The combined result is included in a floating box on/around the two categories it is made up from. The combined figure in the floating box may not in all cases be the simple sum of the two separate figures – due to rounding the combined figure may sometimes be one percentage point less than the simple sum of the two separate categories.

**Figure 3.1 Illustration of combined scores presentation**



Q.166 To the best of your knowledge, do you feel that you are now paying less than you would have if you had not switched your gas/ electricity tariff or supplier?  
 BASE: All who switched supplier or tariff with the aim of saving money (2014:1352, 2016:1424)

### 3.5 Calculation of overall results

As outlined in Section 2, the 2015 (and 2016) questionnaires included a number of changes to identify dual supply consumers and ask a combined gas and electricity question rather than two separate questions as in 2014. This necessitated a change to the way some overall results were calculated. Despite these changes, the treatment of results is broadly consistent with the approach taken in the 2014 survey.

Where separate dual supply, gas and electricity questions were asked, results were calculated by averaging data across the three questions (to provide a single overall figure). This is very similar to the approach taken in 2014, where results were averaged across the gas and electricity questions<sup>10</sup>.

Where the survey retained separate gas and electricity questions (i.e. a dual fuel equivalent was not added), the overall result was calculated by averaging the results across the two questions, as in 2014. Averaged results are based on the proportion of consumers or the proportion of actions as appropriate.

<sup>10</sup> In the 2014 survey, as results between separate gas and electricity questions were very similar (nearly all consumers gave the same response to the question where they had both fuels) it was agreed between TNS BMRB and Ofgem that, for brevity in the report, results would be combined using either an average or the most positive response given by the consumer as appropriate.

### **Example of average result based on proportion of consumers – switching supplier in the last 12 months**

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

- Q18, whether switched electricity in the last 12 months, asked of all respondents who have an electricity supply (and are responsible for it)
- Q19, whether switched gas in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)

Consumers who have both gas and electricity were asked both questions, and they are included in the 'switched' figure if they have switched gas, electricity or both. The average result is calculated as the proportion of consumers who switched gas and/or electricity ('Yes' at Q18 and/or Q19 = 900) within the total number of consumers (5987<sup>11</sup>). This is shown in Figure 3.2 below<sup>12</sup>:

**Figure 3.2 Switching supplier in the last 12 months calculation**



### **Further example of average result based on proportion of consumers – having ever switched supplier**

In the same way as the above example, metrics can be calculated as a percentage of consumers using three separate questions.

- Q18, whether switched electricity in the last 12 months, asked of all respondents who have an electricity supply (and are responsible for it)
- Q19, whether switched gas in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)
- Q20, whether ever switched gas or electricity, asked of all respondents who haven't switched either gas or electricity supplier in the last 12 months

Consumers who have both gas and electricity were asked both Q18 and Q19 and they are included in the 'switched' figure if they have switched gas, electricity or both. Those who hadn't switched in the last 12 months were then asked if they had ever switched gas, electricity or both. The average result is calculated as the proportion of consumers who

<sup>11</sup> This is the weighted base size for all consumers.

<sup>12</sup> All figures based on weighted results.

switched gas and/or electricity ('Yes' at Q18 and/or Q19 and/or Q20 = 3298) within the total number of consumers (5987<sup>13</sup>). This is shown in Figure 3.3 below<sup>14</sup>:

**Figure 3.3 Ever switched supplier**



**Further example of average result based on proportion of consumers – active consumers**

Metrics can also be calculated as a percentage of consumers using multiple separate questions.

- Q18, whether switched electricity in the last 12 months, asked of all respondents who have an electricity supply (and are responsible for it)
- Q19, whether switched gas in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)
- Q20, whether ever switched gas or electricity, asked of all respondents who haven't switched either gas or electricity supplier in the last 12 months
- Q35, whether changed gas tariff with existing supplier in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)
- Q36, whether changed electricity tariff with existing supplier in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)
- Q41, whether compared gas tariff with those from other suppliers in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)<sup>15</sup>
- Q42, whether compared electricity tariff with those from other suppliers in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)<sup>16</sup>
- Q43, whether compared gas tariff with those from existing supplier in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)<sup>17</sup>
- Q44, whether compared electricity tariff with those from existing supplier in the last 12 months, asked of all respondents who have a gas supply (and are responsible for it)<sup>18</sup>

<sup>13</sup> This is the weighted base size for all consumers.

<sup>14</sup> All figures based on weighted results.

<sup>15</sup> As outlined in Section 2.3., the four tariff comparison questions (Q41 to Q44) were widened to be asked of all respondents in 2015 rather than just those who had not switched supplier or changed tariff. This means that those who had switched supplier or changed tariff were also asked the comparison questions, unlike in 2014. However, as these respondents would automatically have counted as "active" in 2014 due to their switching/changing behaviour, regardless of not having been asked the comparison questions, there is no impact on the comparability of results between 2014 and 2015 or 2016.

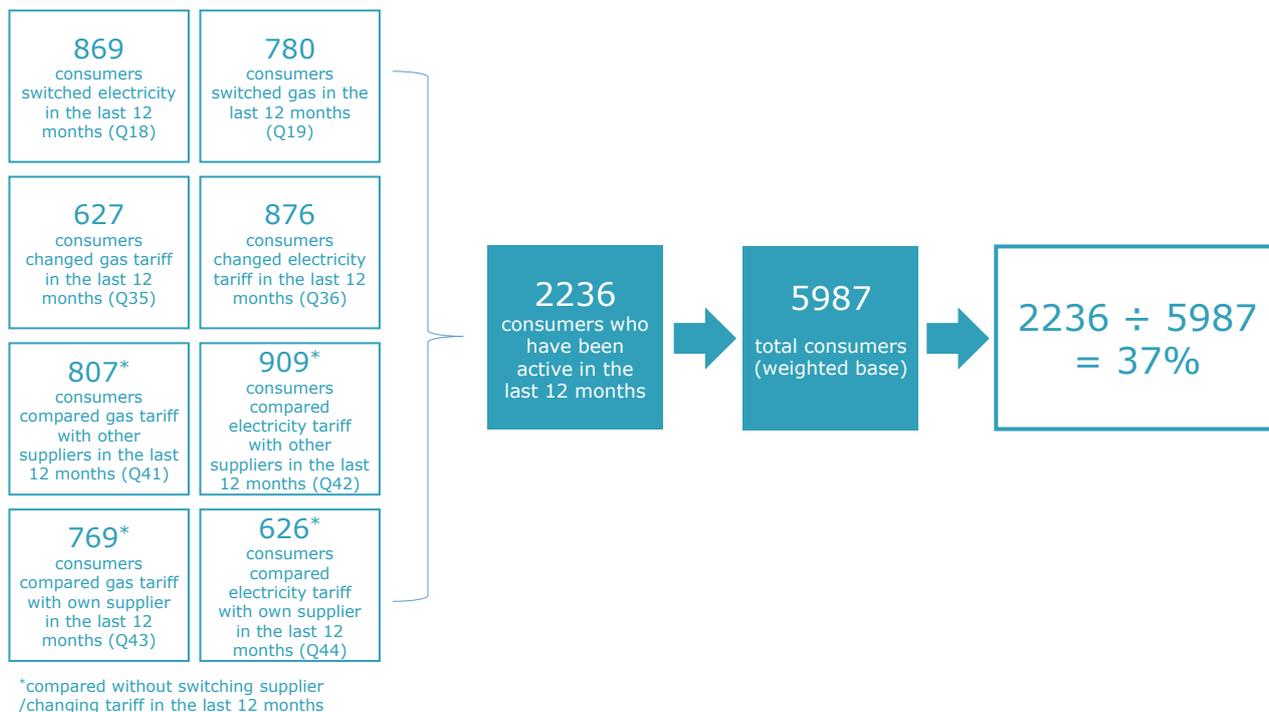
<sup>16</sup> As above.

<sup>17</sup> As above.

<sup>18</sup> As above.

'Active' consumers are those who have switched supplier, changed tariff with their existing supplier or conducted any comparison activity in the last 12 months. The result is calculated as the proportion of consumers who either switched supplier, changed tariff, or conducted some comparison activity (or carried out multiple actions) for gas and/or electricity ('Yes' at Q18 and/or Q19 and/or Q35 and/or Q36 and/or Q41 and/or Q42 and/or Q43 and/or Q44 = 2236) within the total number of consumers (5987<sup>19</sup>). This is shown in Figure 3.4 below<sup>20</sup>:

**Figure 3.4 Active consumers**



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 six large suppliers	Q3 / Q4 / Q151
Payment type for gas and/or electric	Q5 / Q6
Switched supplier in the last 12 months	Q18 / Q19
Ever switched	Q18 / Q19 / Q20
Changed tariff with existing supplier in the last 12 months	Q35 / Q36

<sup>19</sup> This is the weighted base size for all consumers.

<sup>20</sup> All figures based on weighted results.

Metric	Question Numbers
Ever changed tariff with existing supplier	Q37 / Q39
Compared tariffs with other supplier (but not switched supplier or changed tariff) in the last 12 months	Q41 / Q42
Compared tariffs with own supplier (but not switched supplier or changed tariff) in the last 12 months	Q43 / Q44
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	Q18 / Q19 / Q35 / Q36 / Q41 / Q42 / Q43 / Q44
Changed payment method in the last 12 months	Q26 / Q31

***Example of average result based on proportion of actions/responses – how switched supplier in the last 12 months***

For the question of how consumers switched, there were three questions:

- Q29, asked of those who switched gas only or switched both gas and electricity but not at the same time or not from dual supply to dual supply
- Q34, asked of those who switched electricity only or switched both gas and electricity but not at the same time or not from dual supply to dual supply
- Q156, asked of those who switched gas and electricity at the same time from dual supply to dual supply

These questions presented a range of ways in which a consumer could switch such as via an online price comparison website or by calling an energy company, and asked which they used the last time they switched. Someone who had switched:

- gas only would be asked how they switched once (Q29)
- electricity only would be asked how they switched once (Q34)
- gas and electricity at the same time would be asked how they switched once (Q156)
- both gas and electricity, but separately, would be asked how they switched twice (Q29 and Q34). Therefore the total number of switches could be greater than the total number of consumers.

The overall result for each method of switching, taking into account that there are some consumers who have two responses for how they switched, is based on the total number of switches (by any method) rather than being a percentage based on the total number of consumers. For example, the figures presented in the main report are based on switches made in the last 12 months, as shown in Figure 3.5 (all figures based on weighted results):

**Figure 3.5 Proportion of switches in the last 12 months by online price comparison website**

For those who switched supplier in the last 12 months, based on the last time they switched gas and/or electricity, how they did so...



$$70 + 97 + 307 = 474 \quad \Bigg| \quad 474 \div 1019 = 47\%$$

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
Familiar with...the range of different tariffs available from current supplier	Q152 / Q87 / Q88
Familiar with...the features of current tariff	Q153 / Q89 / Q90
Ease of switching	Q157 / Q23 / Q24
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

### **3.6 Accompanying data tables and SPSS**

Supporting data tables showing full socio-demographic variations are published alongside the main and technical reports. Data tables are presented in both PDF and Excel formats. The PDF version includes statistical significance testing. Each question from the 2016 survey is presented against a series of analysis crossbreaks (such as age, supplier type and segment). The data tables also include a set of tables showing each analysis crossbreak against the other analysis crossbreaks. Both PDF and Excel data tables include a short user guide.

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

A guide to using the data tables and SPSS is published alongside the data files.

Example images from the accompanying data tables and SPSS file are presented in Figures 3.6 to 3.9.

**Figure 3.6 PDF data tables – individual questions against analysis crossbreaks**

Table 3

*Ofgem Retail Market Review 2016 Survey data tables*

*Q.150 Is your gas and electricity supplied by the same energy supplier?  
Base: All who have gas and electricity supply and are responsible for it*

	Total (a)	NATION			AGE		
		England (b)	Scotland (c)	Wales (d)	16-34 (e)	35-64 (f)	65+ (g)
Unweighted Base	5196	4473	417	306	1012	2374	1810
Weighted Base	5254	4517	446	290	1026	2773	1455
Yes	4756 91%	4095 91%	399 89%	262 90%	916 89%	2537 91%g	1303 90%
No	421 8%	353 8%	42 9%	27 9%	85 8%	197 7%	140 10%af
Refused	3 *	3 *	1 *	- *	1 *	2 *	1 *
Don't know	73 1%	67 1%	5 1%	1 *	25 2%afg	37 1%	11 1%

Figure 3.7 PDF data tables – analysis crossbreaks against analysis crossbreaks

Table 187 Ofgem Retail Market Review 2016 Survey data tables

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

	Total (a)	NATION			AGE		
		England (b)	Scotland (c)	Wales (d)	16-34 (e)	35-64 (f)	65+ (g)
Unweighted Base	5956	5057	524	375	1147	2679	2130
Weighted Base	5987	5072	559	355	1172	3107	1708
<b>NATION</b>							
England	5072	5072	-	-	1011	2650	1411
	85%cdg	100%acd	-	-	86%g	85%g	83%
Scotland	559	-	559	-	103	277	179
	9%bd	-	100%abd	-	9%	9%	10%
Wales	355	-	-	355	57	180	117
	6%bch	-	-	100%abc	5%	6%	7%e
<b>AGE</b>							
16-34	1172	1011	103	57	1172	-	-
	20%fgh	20%	18%	16%	100%afg	-	-
35-64	3107	2650	277	180	-	3107	-
	52%egk	52%	49%	51%	-	100%aeg	-
65+	1708	1411	179	117	-	-	1708
	29%efj	28%	32%	33%b	-	-	100%aef
<b>SOCIAL GRADE</b>							
AB	1454	1248	151	56	184	852	418
	24%deijk	25%d	27%d	16%	16%	27%aeg	24%e
C1	1895	1638	153	103	441	955	498
	32%ghik	32%c	27%	29%	38%afg	31%	29%
C2	1228	1013	124	91	249	676	303
	21%ghik	20%	22%	26%ab	21%g	22%g	18%
DE	1410	1174	131	105	298	624	489
	24%fhij	23%	23%	30%abc	25%f	20%	29%af
<b>INCOME</b>							
Below £16,000p.a.	1658	1351	206	101	348	621	688
	28%fhi	27%	37%abd	28%	30%f	20%	40%aef
£16,000p.a. or more	3493	3023	298	172	688	2099	707
	58%cdgk	60%cd	53%	49%	59%g	68%aeg	41%
Refused	642	539	47	55	101	309	232
	11%e	11%	8%	15%abc	9%	10%	14%aef
Don't know	194	159	8	27	35	78	81
	3%ch	3%c	1%	8%abc	3%	3%	5%aef

**Figure 3.8 Excel data tables – individual questions against analysis crossbreaks**

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Q.11 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>?																				
2	Base: All who have gas and/or electricity supply and are responsible for it																				
3																					
4		NATION			AGE			SOCIAL GRADE				INCOME			DISABILITY			TENURE			
5																					
6		Total	England	Scotland	Wales	16-34	35-64	65+	AB	C1	C2	DE	Below £16,000p.	£16,000p.+	Refused	Don't know	Disabled	Not disabled	Owned/In	Rent private	Rent local
7																					
8	Unweighted Base	5956	5057	524	375	1147	2679	2130	1171	1551	1139	2095	2093	2995	652	216	1166	4790	3467	1184	1204
9	Weighted Base	5987	5072	559	355	1172	3107	1708	1454	1895	1228	1410	1658	3493	642	194	949	5038	3690	1232	976
10																					
11	Yes, gas only	44	32	12	0	14	20	10	8	15	10	11	10	30	3	1	5	39	27	9	8
12		1%	1%	2%		1%	1%	1%	1%	1%	1%	1%	1%	1%	0	0	1%	1%	1%	1%	1%
13	Yes, electricity only	275	210	41	25	44	138	93	72	93	50	61	90	157	23	5	52	223	165	63	44
14		5%	4%	7%	7%	4%	4%	5%	5%	5%	4%	4%	5%	5%	4%	3%	6%	4%	4%	5%	4%
15	Yes gas and electricity	2102	1833	172	98	346	1124	632	582	744	421	356	444	1367	228	63	285	1817	1515	361	210
16		35%	36%	31%	27%	30%	36%	37%	40%	39%	34%	25%	27%	39%	35%	33%	30%	36%	41%	29%	22%
17	No	2841	2416	262	163	617	1485	739	646	832	593	771	897	1575	287	83	468	2374	1587	630	569
18		47%	48%	47%	46%	53%	48%	43%	44%	44%	48%	55%	54%	45%	45%	43%	49%	47%	43%	51%	58%
19	Refused	23	13	6	3	5	12	6	5	2	9	7	5	1	16	1	4	19	9	3	11
20		0	0	1%	1%	0	0	0	0	0	1%	0	0	0	2%	1%	0	0	0	0	1%
21	Don't know	701	568	67	66	145	328	228	141	209	146	205	211	363	86	40	135	566	387	165	134
22		12%	11%	12%	19%	12%	11%	13%	10%	11%	12%	15%	13%	10%	13%	21%	14%	11%	10%	13%	14%
23																					
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41																					

**Figure 3.9 SPSS data file (variable view)**

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	respnum	Numeric	8	0	Respondent ID	None	-999	10	Right	Scale	Input
2	q1	Numeric	8	0	Q. 1 Do you have mains gas and/or mains electricity in your home?	{1, Mains gas only}...	None	10	Right	Nominal	Input
3	q2	Numeric	8	0	Q. 2 Are you responsible or jointly responsible for the gas and/or electricity bills in your household?	{1, Yes}...	None	10	Right	Nominal	Input
4	q150	Numeric	8	0	Q. 150 Is your gas and electricity supplied by the same energy supplier?	{1, Yes}...	None	10	Right	Scale	Input
5	q3	Numeric	8	0	Q. 3 Who is your current gas supplier?	{1, Axis Telecom}...	None	10	Right	Scale	Input
6	q4	Numeric	8	0	Q. 4 Who is your current electricity supplier?	{1, Axis Telecom}...	None	10	Right	Scale	Input
7	q151	Numeric	8	0	Q. 151 Who is your current gas and electricity supplier?	{1, Atlantic}...	None	10	Right	Scale	Input
8	q5	Numeric	8	0	Q. 5 How do you pay for your gas?	{1, Monthly direct debit}...	None	10	Right	Scale	Input
9	q6	Numeric	8	0	Q. 6 How do you pay for your electricity?	{1, Monthly direct debit}...	None	10	Right	Scale	Input
10	q7	Numeric	8	0	Q. 7 Do you receive a dual fuel discount for buying your gas and electricity from the same energy ...	{1, Yes}...	None	10	Right	Scale	Input
11	q9	Numeric	8	0	Q. 9 Interviewer code, was that...	{1, Weekly}...	None	10	Right	Scale	Input
12	q10	Numeric	8	0	Q. 10 An energy tariff is the pricing plan for the <?> that you use. Are you on an online tariff, that i...	{1, Yes, gas only}...	None	10	Right	Nominal	Input
13	q11	Numeric	8	0	Q. 11 A fixed term tariff is a tariff that has a definite end date. Are you on a fixed term tariff for <?>?	{1, Yes, gas only}...	None	10	Right	Nominal	Input
14	q13	Numeric	8	0	Q. 13 Do you have an electricity meter that charges different amounts at different times of the day?	{1, Yes, such as Economy 7 or Economy 10}...	None	10	Right	Scale	Input
15	q14_1	Numeric	8	0	Change their payment method with their current supplier : Q. 14 Which of the following do you thin...	{0, No}...	None	10	Right	Nominal	Input
16	q14_2	Numeric	8	0	Change their tariff with their current supplier : Q. 14 Which of the following do you think it is possib...	{0, No}...	None	10	Right	Nominal	Input
17	q14_3	Numeric	8	0	Switch to a different supplier : Q. 14 Which of the following do you think it is possible for energy cu...	{0, No}...	None	10	Right	Nominal	Input
18	q14_4	Numeric	8	0	All of the above : Q. 14 Which of the following do you think it is possible for energy customers to do?	{0, No}...	None	10	Right	Nominal	Input
19	q14_5	Numeric	8	0	None : Q. 14 Which of the following do you think it is possible for energy customers to do?	{0, No}...	None	10	Right	Nominal	Input
20	q14_6	Numeric	8	0	Refused : Q. 14 Which of the following do you think it is possible for energy customers to do?	{0, No}...	None	10	Right	Nominal	Input
21	q14_7	Numeric	8	0	Don't know : Q. 14 Which of the following do you think it is possible for energy customers to do?	{0, No}...	None	10	Right	Nominal	Input
22	q86	Numeric	8	0	Q. 86 How familiar would you say you are with the range of different energy tariffs available to you f...	{1, Completely}...	None	10	Right	Nominal	Input
23	q152	Numeric	8	0	Q. 152 How familiar would you say you are with the range of different tariffs available to you from y...	{1, Completely}...	None	10	Right	Scale	Input
24	q87	Numeric	8	0	Q. 87 How familiar would you say you are with the range of different tariffs available to you from yo...	{1, Completely}...	None	10	Right	Scale	Input
25	q88	Numeric	8	0	Q. 88 How familiar would you say you are with the range of different tariffs available to you from yo...	{1, Completely}...	None	10	Right	Scale	Input
26	q153	Numeric	8	0	Q. 153 How familiar would you say you are with the features of your current dual fuel tariff?	{1, Completely}...	None	10	Right	Scale	Input
27	q89	Numeric	8	0	Q. 89 How familiar would you say you are with the features of your current gas tariff?	{1, Completely}...	None	10	Right	Scale	Input
28	q90	Numeric	8	0	Q. 90 How familiar would you say you are with the features of your current electricity tariff?	{1, Completely}...	None	10	Right	Scale	Input
29	q137	Numeric	8	0	Q. 137 Interviewer code, was that...	{1, Weekly}...	None	10	Right	Scale	Input
30	q19	Numeric	8	0	Q. 19 In the last 12 months, have you switched your gas supplier?	{1, Yes}...	None	10	Right	Scale	Input
31	q18	Numeric	8	0	Q. 18 In the last 12 months, have you switched your electricity supplier?	{1, Yes}...	None	10	Right	Scale	Input
32	q20	Numeric	8	0	Q. 20 Have you ever switched your gas or electricity supplier?	{1, Yes, gas only}...	None	10	Right	Scale	Input
33	q21	Numeric	8	0	Q. 21 How many times have you ever switched your gas supplier?	{1, Once}...	None	10	Right	Scale	Input
34	q138	Numeric	8	0	Q. 138 When did you last do this?	{1, Between 1 and 2 years ago}...	None	10	Right	Scale	Input
35	q22	Numeric	8	0	Q. 22 How many times have you ever switched your electricity supplier?	{1, Once}...	None	10	Right	Scale	Input
36	q139	Numeric	8	0	Q. 139 When did you last do this?	{1, Between 1 and 2 years ago}...	None	10	Right	Scale	Input
37	q154	Numeric	8	0	Q. 154 Thinking about the last time you switched an energy supplier, did you switch both gas and ...	{1, Yes}...	None	10	Right	Scale	Input
38	q155	Numeric	8	0	Q. 155 And before you switched, did the same energy supplier (i.e. a single supplier) provide your ...	{1, Yes}...	None	10	Right	Scale	Input
39	q156	Numeric	8	0	Q. 156 Thinking of the last time you switched your gas and electricity supplier, how did you switch?	{1, Online price comparison service}...	None	10	Right	Scale	Input

## 4. Annex tables

**Table 4.1 Key results – 2014 vs 2015 vs 2016**

Question N°	Calculation method <sup>21</sup>	Question	2014	2015	2016
		<i>Base all consumers unless otherwise stated (2014:6151; 2015:5934; 2016:5956)</i>	<i>Percentage</i>		
<b>Awareness and activity in the energy market</b>					
Q14	Simple %	Aware that consumers can switch supplier	88	90	89
Q14	Simple %	Aware that consumers can change tariff with existing supplier	82	85	84
Q14	Simple %	Aware that consumers can change payment method	80	83	85
Q14	Simple %	Aware of all three actions	75	79	80
Q14	Simple %	Aware of none of the actions/don't know	8	6	5
Q18 / Q19	% consumers	Switched supplier in the last 12 months	14	13	15
Q18 / Q19 / Q20	% consumers	Switched supplier, but not in the last 12 months	53	51	48
Q18 / Q19 / Q20	% consumers	Ever switched supplier <sup>22</sup>	60	57	55
Q18 / Q19 / Q20	% consumers	Never switched	40	33	45
Q35 / Q36	% consumers	Changed tariff with existing supplier in the last 12 months	16	17	17
Q41 / Q42 /	% consumers	Compared tariffs with other supplier (but not switched supplier or changed tariff) in the last 12 months	7	9	9
Q43 / Q44	% consumers	Compared tariffs with own supplier (but not switched supplier or changed tariff) in the last 12 months	7	8	7

<sup>21</sup> 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 3.5)

<sup>22</sup> Consumers who said 'Yes' at any of Q18, Q19 or Q20

Question N°	Calculation method <sup>21</sup>	Question	2014	2015	2016
Q18 / Q19 / Q35 / Q36 / Q41 / Q42 / Q43 / Q44	% 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
Q26 / Q31	% consumers	Changed payment method in the last 12 months	4	4	4
Q94	Simple %	Recall of Annual Summary	55	59	60
Q94	Simple %	Recall of Bill or direct debit/ prepayment statement	69	69	70
Q94	Simple %	Recall of Price increase notification letter	48	29	22
Q94	Simple %	Recall of End of fixed term tariff notice	20	19	21
<b>Consumer segments</b>					
Derived		Switched on	15	15	15
Derived		Tuned in	29	29	28
Derived		On standby	38	36	36
Derived		Unplugged	19	20	21
<b>Behaviour around switching and comparing</b>					
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)</i>	91	91	91
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 money<sup>23</sup> (2014: 1352; 2015:1306; 2016:1424)</i>	77	83	86
Q29 / Q34 / Q159	% of responses	Switched via an online price comparison service <i>Base: All those who switched supplier or changed tariff with the aim of saving money in the last 12 months<sup>24</sup> (2014: 826; 2015:733; 2016:860)</i>	44	44	47

<sup>23</sup> Consumers who said 'Yes' at any of Q18, Q19, Q35, Q36, Q20 AND 'Save money' at Q160

<sup>24</sup> Consumers who said 'Yes' at any of Q18, Q19, Q35, Q36, Q20 AND 'Save money' at Q160

Question N°	Calculation method <sup>21</sup>	Question	2014	2015	2016
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)</i>	39	46	51
Q123 / Q124 / Q125	% responses	Confident on the best energy deal for them	55	48	50
Q17 / Q137	Mean	Minimum amount to encourage switching	£295	£286	£283
<b>Experiences in the energy market</b>					
Q73	Simple %	Feel there is about the right choice of different tariffs available	45	44	48
Q145	Simple %	Feel it is easy to compare tariffs	37	38	43
Q74	Simple %	Feel it is easier to compare tariffs than a year ago <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)</i>	23	27	23
Q94	Simple %	Recall receiving at least one communication (annual statement, bill or direct debit/ prepayment statement, price increase notification, end of fixed term tariff letter)	83	82	82
Q162	Simple %	When comparing suppliers or tariffs in the last 12 months, also looked for more information about either their existing tariff or current energy use <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)</i>	49	67	69
Q164_1	Simple %	Found it easy to...find the information they wanted when comparing suppliers or tariffs in the last 12 months, also looked for more information about either their existing tariff or current energy use <i>Base: All those who switched supplier, changed tariff or compared tariffs AND looked for information on their current tariff in the last 12 months<sup>25</sup> (2014: 1291; 2015:1299; 2016:1403)</i>	78	76	78

<sup>25</sup> Consumers who said 'Yes' at any of Q18 / Q19 / Q35 / Q36 / Q20 AND 'Yes' at Q162

Question N°	Calculation method <sup>21</sup>	Question	2014	2015	2016
Q164_2	Simple %	Found it easy to...understand the information they found when comparing suppliers or tariffs in the last 12 months, also looked for more information about either their existing tariff or current energy use <i>Base: All those who switched supplier, changed tariff or compared tariffs AND looked for information on their current tariff in the last 12 months<sup>26</sup> (2014: 1291; 2015:1299 2016:1403)</i>	70	73	75
Q86	Simple %	Familiar with...the range of different tariffs available from the energy market in general	38	39	42
Q152 / Q87 / Q88	% responses	Familiar with...the range of different tariffs available from current supplier	40	40	44
Q153 / Q89 / Q90	% responses	Familiar with...the features of current tariff	43	41	44
Q59 / Q63 / Q67	% responses	Satisfied with overall service received from current supplier(s)	72	75	77
Q60_1 / Q64_1 / Q68_1	% responses	Trust current supplier(s) to...treat them fairly in their dealings with them	62	64	66
Q60_2 / Q64_2 / Q68_2	% responses	Trust current supplier(s) to...provide clear and helpful information	65	64	66
Q60_3 / Q64_3 / Q68_3	% responses	Trust current supplier(s) to...charge a fair price	51	55	58
Q72	Simple %	Trust energy suppliers in general	43	43	44
Q71	Simple %	Recalled receiving any communication from their energy supplier(s) about their 'requirements to treat customers fairly'	31	31	28
Q76	Simple %	Made a complaint	10	9	9
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
Q127_1	Simple %	Agree that 'Financially things are a struggle for me'	37	35	29
Q127_2	Simple %	Agree that 'I always like to look for ways that I can save money, even if it is only a little'	73	72	72

<sup>26</sup> Consumers who said 'Yes' at any of Q18 / Q19 / Q35 / Q36 /Q20 AND 'Yes' at Q162

Question N°	Calculation method <sup>21</sup>	Question	2014	2015	2016
Q127_3	Simple %	Agree that ' I often make a decision on impulse'	31	31	28
Q127_4	Simple %	Agree that 'Everything is getting more complicated these days'	57	62	56
Q127_5	Simple %	Agree that 'I always check bank or building society statements when I get them'	80	81	82
<b>Energy supply and payment/account characteristics</b>					
Q1	Simple %	Gas supply only	<1	<1	<1
Q1	Simple %	Electricity supply only	10	11	12
Q1	Simple %	Gas and electricity supply	90	89	88
Q10	Simple %	On an online tariff	34	39	40
Q11	Simple %	On a fixed term tariff	42	38	40
Q11	Simple %	On a standard variable tariff or mixed arrangement	58	62	60
Q5 / Q6	% consumers	Pays for gas and/or electricity by direct debit	65	71	73
Q5 / Q6	% consumers	Pays for gas and/or electricity by prepayment meter	15	18	16
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

**Table 4.2 Key segment characteristics – 2014 vs 2016**

	Unplugged		On standby		Tuned in		Switched on	
	<i>Percentage</i>							
<b>Year:</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>
<i>Base: all consumers within segment:</i>	1323	1333	2360	2191	1663	1630	805	802
Switched supplier in the last 12 months	0	1	5	5	22	25	37	41
Switched, but not in the last 12 months	24	19	50	45	72	68	82	76
Ever switched supplier	24	20	52	47	78	76	88	86
Never switched supplier	76	80	48	53	22	24	12	14
Changed tariff in the last 12 months	0	0	2	2	21	24	63	65
Compared tariffs with those offered by other suppliers <sup>27</sup>	0	1	3	5	34	42	85	85
Compared tariffs with those offered by existing supplier	0	1	3	4	31	40	75	85
Familiar with...the range of different tariffs available from current supplier	23	22	32	37	48	57	68	71
Familiar with...the features of current tariff	23	22	35	37	52	59	72	75
Minimum amount to encourage switching	£372	£325	£319	£315	£259	£269	£254	£218
Recall of Annual Summary	27	29	58	63	63	70	72	78
Recall of Bill or direct debit/ prepayment statement	36	37	73	75	78	79	86	87
Recall of Price increase notification letter	25	11	48	21	55	27	61	33
Recall of End of fixed term tariff notice	7	7	15	15	24	27	58	45
Made a complaint	1	1	3	3	14	12	30	29
% of consumers in England	19	20	38	36	29	29	15	15
% of consumers in Wales	26	23	36	37	23	26	16	14

<sup>27</sup> 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

	Unplugged		On standby		Tuned in		Switched on	
	<i>Percentage</i>							
<b>Year:</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>
% of consumers in Scotland	18	26	41	36	27	25	15	13
Aged 16-34	24	25	18	18	18	20	16	16
Aged 35-64	42	47	51	50	54	53	62	60
Aged 65+	34	29	31	31	28	27	22	24
Social Grade AB	14	14	22	22	30	27	31	39
Social Grade C1	25	27	29	32	33	34	38	33
Social Grade C2	21	23	22	21	17	20	19	17
Social Grade DE	40	35	27	25	19	19	13	12
Owner Occupier	48	43	62	62	69	68	76	76
Social Renter	26	28	19	16	13	12	9	8
Private Renter	25	27	18	20	16	19	14	16
Carer for family/friend	8	6	9	7	11	9	13	13
English is not first/main language	11	16	6	8	3	6	3	3
Agree that 'Financially things are a struggle for me'	41	36	37	30	35	25	33	20
Agree that 'I always like to look for ways that I can save money, even if it is only a little'	63	64	69	69	78	75	85	82
Agree that 'I often make a decision on impulse'	33	32	32	29	29	26	28	20
Agree that 'Everything is getting more complicated these days'	64	61	59	60	53	53	48	44
Agree that 'I always check bank or building society statements when I get them'	69	72	79	83	84	75	90	88
Regular internet user (at least once a day)	62	63	74	70	85	80	93	90
On a fixed term tariff	26	20	35	31	50	49	63	68
Pays for gas and/or electricity by direct debit	53	52	67	67	79	78	86	88

	Unplugged		On standby		Tuned in		Switched on	
	<i>Percentage</i>							
<b>Year:</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>	<b>2014</b>	<b>2016</b>
Pays for gas and/or electricity by prepayment meter	26	25	17	14	11	10	6	5
Has an electricity (time of use) meter	9	8	13	12	13	14	14	15
One of the six large suppliers for gas and/or electricity	92	82	91	85	87	76	85	69

## 5. Questionnaire and filters

### 5.1 Questionnaire

The full 2016 questionnaire is presented below. Filters (routing instructions) are described with each question, and further details are presented in Section 5.2.

Question numbers may appear to be out of order. This is due to the questionnaire changes that took place between the 2014 pilot and 2014 main survey, and between the 2014 and 2015/2016 surveys overall. The decision was made to maintain 2014 question numbering conventions, whilst allowing for amended questions and new questions to be incorporated.

#### 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.

User defined button : 98 "R"  
User defined button : 99 "DK"  
1102L2

#### SHOW SCREEN

Q.1 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

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 1 ] = 1 ]  
1104L2

Q.2 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
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 5 ] = 1 ]  
1106L2

#### SHOW SCREEN

Q.150 Is your gas and electricity supplied by the same energy supplier?

- 1  Yes
- 2  No

Open ended answer is written as a bitmap

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 3 ] = 1 or FILTER[ 6 ] = 1 ]

1108L2

SHOW SCREEN

Q.3 Who is your current gas supplier?

- 29  Axis Telecom
- 1  Better Energy
- 2  British Gas
- 31  Bulb energy
- 32  Cardiff Energy Supply
- 3  Co-operative Energy
- 4  Daligas
- 5  E.ON
- 33  E (formerly Epower)
- 6  Ebico
- 7  Economy Energy
- 8  Ecotricity
- 9  EDF
- 10  Extra Energy
- 11  First Utility
- 12  Flow Energy
- 34  Future Energy Utilities Ltd
- 35  GB Energy Supply
- 13  Gnergy
- 36  Go Effortless Energy (formerly Effortless)
- 14  Good Energy
- 15  Green Energy
- 30  Green Star Energy
- 37  iSupply Energy
- 38  LoCo2
- 16  Marks & Spencer Energy
- 17  Npower
- 18  Ovo
- 39  Places for People Energy
- 19  Sainsbury's Energy
- 20  Scottish Hydro
- 21  Scottish Power
- 22  Southern Electric
- 23  Spark Energy
- 24  SSE (Scottish and Southern Energy)
- 25  Swalec
- 40  Telecom Plus
- 26  Utility Warehouse
- 27  Utilita
- 28  Zog Energy
- 97  Other

Open ended answer is written as a bitmap

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 6] = 1 ]

1110L2

SHOW SCREEN

Q.4 Who is your current electricity supplier?

- 29  Axis Telecom
- 1  British Gas
- 40  Bulb energy
- 2  Co-operative Energy
- 32  E (formerly Epower)
- 3  E.ON
- 4  Ebico
- 5  Economy Energy
- 6  Ecotricity
- 7  EDF
- 8  Extra Energy
- 9  First Utility
- 10  Flow Energy
- 33  GB Energy Supply
- 11  Good Energy
- 12  Gnergy
- 34  Go Effortless Energy (formerly Effortless)
- 35  Green Energy
- 30  Green Star Energy
- 13  isupply Energy
- 14  LoCo2 Energy
- 15  Marks & Spencer Energy
- 16  Npower
- 17  Ovo
- 36  Places for People Energy
- 37  Robin Hood Energy
- 18  Sainsbury's Energy
- 19  Scottish Hydro
- 20  Scottish Power
- 21  Southern Electric
- 22  Spark Energy
- 23  SSE (Scottish and Southern Energy)
- 24  Swalec
- 38  Tempus Energy Supply
- 25  Utility Warehouse
- 26  Utilita
- 97  Other

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 7 ] = 1 ]  
1112L2

SHOW SCREEN

Q.151 Who is your current gas and electricity supplier?

- 29  Axis Telecom
- 1  British Gas
- 31  Bulb energy
- 2  Co-operative Energy
- 32  E (formerly Epower)
- 3  E.ON
- 4  Ebico
- 5  Economy Energy
- 6  Ecotricity
- 7  EDF
- 8  Extra Energy
- 9  First Utility
- 10  Flow Energy
- 33  GB Energy Supply Limited
- 11  Good Energy
- 12  Gnergy
- 34  Go Effortless Energy (formerly Effortless)
- 35  Green Energy
- 30  Green Star Energy
- 36  iSupply Energy
- 37  LoCo2
- 13  Marks & Spencer Energy
- 14  Npower
- 15  Ovo
- 38  Places for People Energy
- 39  Robin Hood Energy Ltd
- 16  Sainsbury's Energy
- 17  Scottish Hydro
- 18  Scottish Power
- 19  Southern Electric
- 20  Spark Energy
- 21  SSE (Scottish and Southern Energy)
- 22  Swalec
- 23  Utility Warehouse
- 24  Utilita
- 97  Other

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 5] = 1 ]  
1114L2

SHOW SCREEN

Q.5 How do you pay for your gas?

- 1  Monthly direct debit
- 2  Quarterly direct debit
- 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)
- 5  Fuel direct (where a set amount is deducted from your benefits before you receive them)
- 6  Weekly \ fortnightly payment scheme
- 7  Payment card \ book where you can pay money in whenever you choose (ad hoc)
- 97  Other

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 5] = 1 ]  
1116L2

SHOW SCREEN

Q.6 How do you pay for your electricity?

INTERVIEWER INSTRUCTION: Check if on dual fuel deal

- 1  Monthly direct debit
- 2  Quarterly direct debit
- 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)
- 5  Fuel direct (where a set amount is deducted from your benefits before you receive them)
- 6  Weekly \ fortnightly payment scheme
- 7  Payment card \ book where you can pay money in whenever you choose (ad hoc)
- 97  Other

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 7] = 1 ]  
1118L2

SHOW SCREEN

Q.7 Do you receive a dual fuel discount for buying your gas and electricity from the same energy supplier?

- 1  Yes
- 2  No

User defined button : 9998 "R"  
User defined button : 9999 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]

SHOW SCREEN

Q.8 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.

INTERVIEWER INSTRUCTION: The next question will ask you to record the timescale (i.e. per year, month or week)

Question only asked, if [ FILTER[ 42 ] = 1 ]  
1124L2

Q.9 Interviewer code, was that...

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

User defined button : 98 "R"  
User defined button : 99 "DK"  
Answer categories mentioned in question 8000 will be displayed  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
1176L2

SHOW SCREEN

Q.10 An energy tariff is the pricing plan for the <?> that you use. Are you on an online tariff, that is <?> account that you manage over the internet?

- 1  Yes, gas only
- 2  Yes, electricity only
- 3  Yes gas and electricity
- 4  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Answer categories mentioned in question 8000 will be displayed  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
1178L2

SHOW SCREEN

Q.11 A fixed term tariff is a tariff that has a definite end date. Are you on a fixed term tariff for <?>?

- 1  Yes, gas only
- 2  Yes, electricity only
- 3  Yes gas and electricity
- 4  No

Open ended answer is written as a bitmap

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 5] = 1 ]

1180L2

SHOW SCREEN

Q.13 Do you have an electricity meter that charges different amounts at different times of the day?

- 1  Yes, such as Economy 7 or Economy 10
- 2  No, it's a single rate meter
- 97  Other

Question only asked, if [ FILTER[ 2] = 1 ]

READ OUT

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

Multiple answers allowed

Open ended answer is written as a bitmap

User defined button : 96 "N"

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 2] = 1 ]

1182L100

SHOW SCREEN - MULTI CHOICE

Q.14 Which of the following do you think it is possible for energy customers to do?

INTERVIEWER INSTRUCTION: Multi 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

Answers will be inverted randomly

Open ended answer is written as a bitmap

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 2] = 1 ]

1282L2

SHOW SCREEN

Q.86 How familiar would you say you are with the range of different energy tariffs available to you from energy suppliers in general?

- 1  Completely
- 2  Fairly
- 3  Not very
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 7] = 1 ]  
1284L2

SHOW SCREEN

Q.152 How familiar would you say you are with the range of different tariffs available to you from your current energy supplier?

- 1  Completely
- 2  Fairly
- 3  Not very
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 6] = 1 ]  
1286L2

SHOW SCREEN

Q.87 How familiar would you say you are with the range of different tariffs available to you from your current gas supplier?

- 1  Completely
- 2  Fairly
- 3  Not very
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 6] = 1 ]  
1288L2

SHOW SCREEN

Q.88 How familiar would you say you are with the range of different tariffs available to you from your current electricity supplier?

- 1  Completely
- 2  Fairly
- 3  Not very
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 8] = 1 ]  
1290L2

SHOW SCREEN

Q.153 How familiar would you say you are with the features of your current dual fuel tariff? I mean the rate you pay and any discounts, any standing charges that apply, exit fees or benefits that you receive.

- 1  Completely
- 2  Fairly
- 3  Not very
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 9] = 1 or FILTER[ 3] = 1 ]  
1292L2

SHOW SCREEN

Q.89 How familiar would you say you are with the features of your current gas tariff? I mean the rate you pay and any discounts, any standing charges that apply, exit fees or benefits that you receive.

- 1  Completely
- 2  Fairly
- 3  Not very
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 10] = 1 or FILTER[ 4] = 1 ]  
1294L2

SHOW SCREEN

Q.90 How familiar would you say you are with the features of your current electricity tariff? I mean the rate you pay and any discounts, any standing charges that apply, exit fees or benefits that you receive.

- 1  Completely
- 2  Fairly
- 3  Not very
- 4  Not at all

User defined button : 9997 "It's not all about money"  
User defined button ; 9999 "DK"  
User defined button : 9998 "R"  
Question only asked, if [ FILTER[ 2 ] = 1 ]

SHOW SCREEN

Q.17 What would be the minimum amount of money you would have to save to encourage you to switch your gas or electricity supplier? Just approximately. You can answer per year, per month or per week.

Question only asked, if [ FILTER[ 43 ] = 1 ]  
1300L2

Q.137 Interviewer code, was that...

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

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 3 ] = 1 or FILTER[ 5 ] = 1 ]  
1302L2

SHOW SCREEN

Q.19 In the last 12 months, have you switched your gas supplier?

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 4 ] = 1 or FILTER[ 5 ] = 1 ]  
1304L2

SHOW SCREEN

Q.18 In the last 12 months, have you switched your electricity supplier?

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 13 ] = 1 ]  
1306L2

SHOW SCREEN

Q.20 Have you ever switched your gas or electricity supplier?

- 1  Yes, gas only
- 2  Yes, electricity only
- 3  Yes, both
- 4  No, neither

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 16] = 1 ]  
1308L2

SHOW SCREEN

Q.21 How many times have you ever switched your gas supplier?

- 1  Once
- 2  Twice
- 3  Three times
- 4  Four times or more

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 17] = 1 ]  
1310L2

SHOW SCREEN

Q.138 When did you last do this?

- 1  Between 1 and 2 years ago
- 2  Between 2 and 5 years ago
- 3  Between 5 and 9 years ago
- 4  10 or more years ago

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 18] = 1 ]  
1312L2

SHOW SCREEN

Q.22 How many times have you ever switched your electricity supplier?

- 1  Once
- 2  Twice
- 3  Three times
- 4  Four times or more

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 19] = 1 ]  
1314L2

SHOW SCREEN

Q.139 When did you last do this?

- 1  Between 1 and 2 years ago
- 2  Between 2 and 5 years ago
- 3  Between 5 and 9 years ago
- 4  10 or more years ago

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 14] = 1 ]  
1316L2

SHOW SCREEN

Q.154 Thinking about the last time you switched an energy supplier, did you switch both gas and electricity at the same time?

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 15] = 1 ]  
1318L2

SHOW SCREEN

Q.155 And before you switched, did the same energy supplier (i.e. a single supplier) provide your gas and electricity?

- 1  Yes
- 2  No

Question only asked, if [ FILTER[ 20] = 1 or FILTER[ 22] = 1 or FILTER[ 24] = 1 ]  
INTERVIEWER INSTRUCTION: Do not show screen until prompted

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 20] = 1 ]  
1320L2

DO NOT PROMPT

Q.156 Thinking of the last time you switched your gas and electricity supplier, how did you switch?

INTERVIEWER INSTRUCTION: Code answer against precode list

- 1  Online price comparison service
- 2  Telephone price comparison service
- 3  I contacted the supplier by phone
- 4  Through the supplier's website
- 5  Through a salesperson who knocked at my door
- 6  Through a salesperson in the street \ shopping centre \ other public place
- 7  Through a collective (group) switching campaign organised by a third party (e.g. council \ charity \ housing association \ Big Switch \ Ready to Switch etc.)
- 8  Supplier contacted me by phone
- 97  Other

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 22] = 1 ]  
1322L2

DO NOT PROMPT

Q.29 Thinking of the last time you switched gas supplier, how did you switch?

INTERVIEWER INSTRUCTION: Code answer against precode list

- 1  Online price comparison service
- 2  Telephone price comparison service
- 3  I contacted the supplier by phone
- 4  Through the supplier's website
- 5  Through a salesperson who knocked at my door
- 6  Through a salesperson in the street \ shopping centre \ other public place
- 7  Through a collective (group) switching campaign organised by a third party (e.g. council \ charity \ housing association \ Big Switch \ Ready to Switch etc.)
- 8  Supplier contacted me by phone
- 97  Other

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 24] = 1 ]  
1324L2

DO NOT PROMPT

Q.34 Thinking of the last time you switched electricity supplier, how did you switch?

INTERVIEWER INSTRUCTION: Code answer against precode list

- 1  Online price comparison service
- 2  Telephone price comparison service
- 3  I contacted the supplier by phone
- 4  Through the supplier's website
- 5  Through a salesperson who knocked at my door
- 6  Through a salesperson in the street \ shopping centre \ other public place
- 7  Through a collective (group) switching campaign organised by a third party (e.g. council \ charity \ housing association \ Big Switch \ Ready to Switch etc.)
- 8  Supplier contacted me by phone
- 97  Other

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 20] = 1 ]  
1326L2

SHOW SCREEN

Q.157 Thinking of the last time you switched your energy supplier, 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

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 22] = 1 ]  
1328L2

SHOW SCREEN

Q.23 Thinking of the last time you switched your gas supplier, how much do you agree or disagree with the statement?

"I found it easy to decide which deal to switch to"

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 24] = 1 ]  
1330L2

SHOW SCREEN

Q.24 Thinking of the last time you switched your electricity supplier, how much do you agree or disagree with the statement?

"I found it easy to decide which deal to switch to"

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 21] = 1 ]  
1332L2

SHOW SCREEN

Q.158 And who was your previous energy supplier?

- 29  Axis Telecom
- 1  British Gas
- 31  Bulb energy
- 2  Co-operative Energy
- 32  E (formerly Epower)
- 3  E.ON
- 4  Ebico
- 5  Economy Energy
- 6  Ecotricity
- 7  EDF
- 8  Extra Energy
- 9  First Utility
- 10  Flow Energy
- 33  GB Energy Supply Limited
- 11  Good Energy
- 12  Gnergy
- 34  Go Effortless Energy (formerly Effortless)
- 35  Green Energy
- 30  Green Star Energy
- 36  iSupply Energy
- 37  LoCo2
- 13  Marks & Spencer Energy
- 14  Npower
- 15  Ovo
- 38  Places for People Energy
- 39  Robin Hood Energy Ltd
- 16  Sainsbury's Energy
- 17  Scottish Hydro
- 18  Scottish Power
- 19  Southern Electric
- 20  Spark Energy
- 21  SSE (Scottish and Southern Energy)
- 22  Swalec
- 23  Utility Warehouse
- 24  Utilita
- 97  Other

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 23] = 1 ]  
1334L2

SHOW SCREEN

Q.25 And who was your previous gas supplier?

- 29  Axis Telecom
- 1  Better Energy
- 2  British Gas
- 31  Bulb energy
- 32  Cardiff Energy Supply
- 3  Co-operative Energy
- 4  Daligas
- 5  E.ON
- 33  E (formerly Epower)
- 6  Ebico
- 7  Economy Energy
- 8  Ecotricity
- 9  EDF
- 10  Extra Energy
- 11  First Utility
- 12  Flow Energy
- 34  Future Energy Utilities Ltd
- 35  GB Energy Supply
- 13  Gnergy
- 36  Go Effortless Energy (formerly Effortless)
- 14  Good Energy
- 15  Green Energy
- 30  Green Star Energy
- 37  iSupply Energy
- 38  LoCo2
- 16  Marks & Spencer Energy
- 17  Npower
- 18  Ovo
- 39  Places for People Energy
- 19  Sainsbury's Energy
- 20  Scottish Hydro
- 21  Scottish Power
- 22  Southern Electric
- 23  Spark Energy
- 24  SSE (Scottish and Southern Energy)
- 25  Swalec
- 40  Telecom Plus
- 26  Utility Warehouse
- 27  Utilita
- 28  Zog Energy
- 97  Other

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 25] = 1 ]  
1336L2

SHOW SCREEN

Q.30 And who was your previous electricity supplier?

- 29  Axis Telecom
- 1  British Gas
- 40  Bulb energy
- 2  Co-operative Energy
- 32  E (formerly Epower)
- 3  E.ON
- 4  Ebico
- 5  Economy Energy
- 6  Ecotricity
- 7  EDF
- 8  Extra Energy
- 9  First Utility
- 10  Flow Energy
- 33  GB Energy Supply
- 11  Good Energy
- 12  Gnergy
- 34  Go Effortless Energy (formerly Effortless)
- 35  Green Energy
- 30  Green Star Energy
- 13  isupply Energy
- 14  LoCo2 Energy
- 15  Marks & Spencer Energy
- 16  Npower
- 17  Ovo
- 36  Places for People Energy
- 37  Robin Hood Energy
- 18  Sainsbury's Energy
- 19  Scottish Hydro
- 20  Scottish Power
- 21  Southern Electric
- 22  Spark Energy
- 23  SSE (Scottish and Southern Energy)
- 24  Swalec
- 38  Tempus Energy Supply
- 25  Utility Warehouse
- 26  Utilita
- 97  Other

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 5] = 1 ]  
1338L2

SHOW SCREEN

Q.26 In the last 12 months, have you changed the payment method with your gas supplier?

- 1  Yes
- 2  No

Open ended answer is written as a bitmap

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 26] = 1 ]  
1340L2

SHOW SCREEN

Q.27 How did you previously pay for your gas?

INTERVIEWER INSTRUCTION: Check that respondent understands that this includes changing the bank you paid from (code 8)

- 1  Monthly direct debit
- 2  Quarterly direct debit
- 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)
- 5  Fuel direct (where a set amount is deducted from your benefits before you receive them)
- 6  Weekly \ fortnightly payment scheme
- 7  Payment card \ book where you can pay money in whenever you choose (ad hoc)
- 8  I only changed the bank \ building account bills are paid from
- 97  Other

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 5] = 1 ]  
1342L2

SHOW SCREEN

Q.31 In the last 12 months, have you changed the payment method with your electricity supplier?

- 1  Yes
- 2  No

Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 27] = 1 ]  
1344L2

SHOW SCREEN

Q.32 How did you previously pay for your electricity?

INTERVIEWER INSTRUCTION: Check that respondent understands that this includes changing the bank you paid from (code 8)

- 1  Monthly direct debit
- 2  Quarterly direct debit
- 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)
- 5  Fuel direct (where a set amount is deducted from your benefits before you receive them)
- 6  Weekly \ fortnightly payment scheme
- 7  Payment card \ book where you can pay money in whenever you choose (ad hoc)
- 8  I only changed the bank \ building account bills are paid from
- 97  Other

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 5] = 1 ]  
1346L2

SHOW SCREEN

Q.35 In the last 12 months, did <?> change the tariff you were on with your existing gas supplier (without switching supplier)?

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 28] = 1 ]  
1348L2

SHOW SCREEN

Q.37 Have you ever changed your tariff with an existing gas supplier?

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 5] = 1 ]  
1350L2

SHOW SCREEN

Q.41 In the last 12 months, did you compare the gas tariff you were on with those offered by other suppliers?

- 1  Yes
- 2  No

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 5] = 1 ]  
1352L2

SHOW SCREEN

Q.43 In the last 12 months, did you compare the gas tariff you were on with any others available with your existing supplier?

- 1  Yes
- 2  No

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 5] = 1 ]  
1354L2

SHOW SCREEN

Q.36 In the last 12 months, did <?> change the tariff you were on with your existing electricity supplier (without switching supplier)?

- 1  Yes
- 2  No

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 29] = 1 ]  
1356L2

SHOW SCREEN

Q.39 Have you ever changed your tariff with an existing electricity supplier?

- 1  Yes
- 2  No

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 5] = 1 ]  
1358L2

SHOW SCREEN

Q.42 In the last 12 months, did you compare the electricity tariff you were on with those offered by other suppliers?

- 1  Yes
- 2  No

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4 ] = 1 or FILTER[ 5 ] = 1 ]  
1360L2

SHOW SCREEN

Q.44 In the last 12 months, did you compare the electricity tariff you were on with any others available with your existing supplier?

- 1  Yes
- 2  No

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 30 ] = 1 ]  
1362L2

SHOW SCREEN

Q.159 The last time you switched or compared tariff or supplier, was this regarding just gas, just electricity or both gas and electricity at the same time?

- 1  Gas
- 2  Electricity
- 3  Both gas and electricity

Question only asked, if [ FILTER[ 31 ] = 1 or FILTER[ 32 ] = 1 or FILTER[ 33 ] = 1 ]

INTERVIEWER INSTRUCTION: Do not show screen until prompted

Multiple answers allowed - Order recorded:1464L24

Open ended answer is written as a bitmap

Maximum 3

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 31 ] = 1 or FILTER[ 32 ] = 1 or FILTER[ 33 ] = 1 ]  
1364L100

DO NOT PROMPT

Q.160 Thinking of the last time you switched or compared <?> supplier or tariffs, what were the main things you wanted to achieve?

INTERVIEWER INSTRUCTION: Multi code up to 3 responses

- 1  Save money
- 2  Get better customer service
- 3  Get other benefits (e.g. loyalty points)
- 4  Wanted a dual fuel package
- 5  Wanted a fixed term \ fixed price deal
- 6  Wanted a 'greener' tariff
- 7  Wanted an online tariff
- 97  Other

Multiple answers allowed - Order recorded:1588L24

Open ended answer is written as a bitmap

Maximum 3

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 31] = 1 or FILTER[ 32] = 1 or FILTER[ 33] = 1 ]

1488L100

DO NOT PROMPT

Q.161 And what were the main reasons that caused you to do this?

INTERVIEWER INSTRUCTION: Multi 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 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 experienced poor customer service
- 9  I moved home
- 10  I heard my energy supplier's prices were going up
- 11  Media coverage about energy suppliers in general
- 12  I was looking at a money saving website
- 13  I saw an advert on TV article in the newspaper
- 15  I saw an advert
- 16  Advert other
- 17  Talked to a friend, family member, or neighbour
- 18  I saw an advert online
- 19  I saw someone post something on social media (Facebook, Instagram, twitter etc.)
- 97  Other

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 31] = 1 or FILTER[ 32] = 1 or FILTER[ 33] = 1 ]

1612L2

SHOW SCREEN

Q.162 When you last compared <?> tariffs or supplier, did you look for information about your tariff or your existing energy use?

- 1  Yes, I just looked for information about my existing tariff
- 2  Yes, I just looked for information about my existing energy use
- 3  Yes, I looked for information about both my existing tariff and energy use
- 4  No, neither

Multiple answers allowed  
Answers will be displayed in random order  
Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 34] = 1 ]  
1614L100

SHOW SCREEN - MULTI CHOICE

Q.163 And how did you find out more about your existing tariff or energy use?

INTERVIEWER INSTRUCTION: Multi code as many as apply

- 1  Looked at my bill or direct debit \ prepayment statement
- 2  Looked at my annual summary or review
- 3  Looked at my account details online
- 4  Rang my supplier
- 97  Other

Question only asked, if [ FILTER[ 34] = 1 ]

SHOW SCREEN

Q.164 And thinking about the information that you wanted about your existing <?> tariff or energy use, how easy or difficult was it...?

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 34] = 1 ]  
1716L2

SHOW SCREEN

To find the information that you wanted

- 1  Very easy
- 2  Quite easy
- 3  Neither easy nor difficult
- 4  Quite difficult
- 5  Very difficult

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 34] = 1 ]  
1720L2

SHOW SCREEN

To understand the information that you found

- 1  Very easy
- 2  Quite easy
- 3  Neither easy nor difficult
- 4  Quite difficult
- 5  Very difficult

Question only asked, if [ FILTER[ 31] = 1 or FILTER[ 32] = 1 or FILTER[ 33] = 1 ]  
INTERVIEWER INSTRUCTION: Do not show screen until prompted

Multiple answers allowed  
Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 31] = 1 or FILTER[ 32] = 1 or FILTER[ 33] = 1 ]  
1822L100

DO NOT PROMPT- MULTI CHOICE

Q.165 And when you compared or switched <?> supplier or tariff, how did you find out about the deals offered?

INTERVIEWER INSTRUCTION: Multi code as many as apply

- 1  I used an online\website price comparison service (e.g. USwitch, Money Supermarket)
- 2  I rang my supplier
- 3  I rang other suppliers
- 4  I looked at my supplier's own website
- 5  I looked at the websites of other suppliers
- 6  I spoke to a supplier salesperson in the street\shopping centre \ public place
- 7  A friend or family member told me about it
- 8  A supplier salesperson knocked at my door
- 9  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.)
- 97  Other

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 36] = 1 ]  
1922L2

SHOW SCREEN

Q.166 To the best of your knowledge, do you feel that you are now paying less than you would have if you had not switched your <?> tariff or supplier?

- 1  Yes, I feel I'm paying less now
- 2  Yes, I feel I'll be paying less in the long term
- 3  No

Question only asked, if [ FILTER[ 2] = 1 ]  
INTERVIEWER INSTRUCTION: Do not show screen until prompted

Question only asked, if [ FILTER[ 2] = 1 ]  
I would now like to ask you some questions about your attitudes to your own and other energy suppliers.

Multiple answers allowed  
Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
1924L100

DO NOT PROMPT - MULTI CHOICE

Q.58 What have you heard about energy suppliers and the energy market in the last 12 months?

INTERVIEWER INSTRUCTION: Multi code as many as apply

- 1  Price increases
- 2  Introduction of Standards of Conduct - treat customers fairly or communicate more clearly
- 3  Other mentions of clearer information for energy consumers
- 4  Poor customer service
- 5  Simpler structures for tariffs
- 6  Removal of some discounts
- 7  There is more competition
- 8  Plans to freeze energy prices
- 9  Energy on the government \ political agenda
- 10  Power cut issues
- 11  Green \ environmental issues
- 14  Energy suppliers over charging\profit margins
- 15  Fewer energy tariffs
- 16  Price reductions
- 17  Ofgem's Be an Energy Shopper\Go Energy Shopping campaign\website
- 18  Market investigation \ referral to Competition and Markets Authority (CMA)
- 19  Ofgem fining energy suppliers
- 20  Price comparison websites in the news
- 21  Power to Switch campaign
- 96  Nothing
- 97  Other

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 3 ] = 1 or FILTER[ 6 ] = 1 ]  
2024L2

SHOW SCREEN

Q.59 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

Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 6] = 1 ]

SHOW SCREEN AND READ OUT STATEMENT

Q.60 To what extent do you trust or distrust your gas supplier to...?

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 6] = 1 ]

2028L2

SHOW SCREEN AND READ OUT STATEMENT

Q.60 To what extent do you trust or distrust your gas supplier to...?

Treat you fairly in their dealings with you

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Strongly distrust

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 6] = 1 ]

2032L2

SHOW SCREEN AND READ OUT STATEMENT

Q.60 To what extent do you trust or distrust your gas supplier to...?

Provide clear and helpful information for you

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Strongly distrust

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 3] = 1 or FILTER[ 6] = 1 ]

2036L2

SHOW SCREEN AND READ OUT STATEMENT

Q.60 To what extent do you trust or distrust your gas supplier to...?

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

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 6] = 1 ]  
2138L2

SHOW SCREEN

Q.63 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

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 6] = 1 ]

SHOW SCREEN AND READ OUT STATEMENT

Q.64 To what extent do you trust or distrust your electricity supplier to...?

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 6] = 1 ]  
2142L2

SHOW SCREEN AND READ OUT STATEMENT

Q.64 To what extent do you trust or distrust your electricity supplier to...?

Treat you fairly in their dealings with you

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Strongly distrust

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4] = 1 or FILTER[ 6] = 1 ]  
2146L2

SHOW SCREEN AND READ OUT STATEMENT

Q.64 To what extent do you trust or distrust your electricity supplier to...?

Provide clear and helpful information for you

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Strongly distrust

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 4 ] = 1 or FILTER[ 6 ] = 1 ]  
2150L2

SHOW SCREEN AND READ OUT STATEMENT

Q.64 To what extent do you trust or distrust your electricity supplier to...?

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

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 7 ] = 1 ]  
2252L2

SHOW SCREEN

Q.67 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

Question only asked, if [ FILTER[ 7 ] = 1 ]

SHOW SCREEN AND READ OUT STATEMENT

Q.68 To what extent do you trust or distrust your energy supplier to...?

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 7 ] = 1 ]  
2256L2

SHOW SCREEN AND READ OUT STATEMENT

Q.68 To what extent do you trust or distrust your energy supplier to...?

Treat you fairly in their dealings with you

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Strongly distrust

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 7 ] = 1 ]  
2260L2

SHOW SCREEN AND READ OUT STATEMENT

Q.68 To what extent do you trust or distrust your energy supplier to...?

Provide clear and helpful information for you

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Strongly distrust

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 7 ] = 1 ]  
2264L2

SHOW SCREEN AND READ OUT STATEMENT

Q.68 To what extent do you trust or distrust your energy supplier to...?

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

Question only asked, if [ FILTER[ 2 ] = 1 ]

SHOW SCREEN

Q.72 And please tell me the extent to which you trust or distrust the following to be fair in the way they deal with customers or citizens?

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2368L2

SHOW SCREEN

Landline phone providers

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Completely distrust

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2372L2

SHOW SCREEN

Banks

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Completely distrust

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2376L2

SHOW SCREEN

Insurance companies

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Completely distrust

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2380L2

SHOW SCREEN

Water suppliers

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Completely distrust

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2384L2

SHOW SCREEN

Energy suppliers in general

- 1  Completely trust
- 2  Tend to trust
- 3  Neither trust nor distrust
- 4  Tend to distrust
- 5  Completely distrust

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2486L2

SHOW SCREEN

Q.71 In the last 12 months, have you seen any information from your energy supplier about their requirement to treat customers fairly?

INTERVIEWER INSTRUCTIONS: These are the new 'Standards of Conduct'

- 1  Yes
- 2  No

Multiple answers allowed  
Answers will be displayed in random order  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 35 ] = 1 ]  
2488L100

SHOW SCREEN - MULTI CHOICE

Q.167 And where did you see this information?

INTERVIEWER INSTRUCTION: Multi code as many as apply

- 1  On my energy supplier(s) website
- 2  On another energy supplier website
- 3  On another website
- 4  Via email
- 5  Via a leaflet or letter sent directly to you
- 6  Somewhere else (e.g. a newspaper article or advertisement)

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
2588L2

SHOW SCREEN

Q.73 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

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
2590L2

SHOW SCREEN

Q.145 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

Question only asked, if [ FILTER[ 40] = 1 ]

INTERVIEWER INSTRUCTION: Do not show screen until prompted

Multiple answers allowed - Order recorded:2692L27  
Open ended answer is written as a bitmap  
Maximum 3  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 40] = 1 ]  
2592L100

DO NOT PROMPT - MULTI CODE

Q.146 Why do you say that?

INTERVIEWER INSTRUCTION: Multi code up to 3 responses

- 1  There is more information available on the internet from price comparison websites
- 2  There is more information available on the internet from suppliers
- 3  The information from suppliers is clearer these days
- 4  The information about tariffs from suppliers is too complicated
- 5  There are too many tariffs to choose from
- 6  There are too many suppliers
- 7  The tariffs are all structured differently
- 8  You can't trust the information that's available \ it's misleading
- 9  There are too few tariffs to choose from
- 97  Other

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 30] = 1 ]  
2719L2

SHOW SCREEN

Q.74 And would you say it is easier or harder to compare energy tariffs than a year ago?

- 1  Easier
- 2  About the same as a year ago
- 3  Harder

Multiple answers allowed  
Open ended answer is written as a bitmap  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 39] = 1 ]  
2721L100

Q.75 Why do you say that?

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
2821L2

SHOW SCREEN

Q.76 In the last 12 months, have you contacted a current or previous energy supplier to complain at all?

- 1  Yes
- 2  No

Answers will be inverted randomly  
Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 44] = 1 ]  
2823L2

SHOW SCREEN

Q.79 Which energy company did you most recently complain to?

- 31  Axis Telecom
- 1  Better Energy
- 2  British Gas
- 34  Bulb energy
- 35  Cardiff Energy Supply
- 3  Co-operative Energy
- 4  Daligas
- 5  E.ON
- 6  Ebico
- 7  Economy Energy
- 8  Ecotricity
- 9  EDF
- 10  Extra Energy
- 11  First Utility
- 12  Flow Energy
- 36  Future Energy Utilities Ltd
- 37  GB Energy Supply
- 13  Gnergy
- 38  Go Effortless Energy (formerly Effortless)
- 14  Good Energy
- 15  Green Energy
- 32  Green Star Energy
- 39  iSupply Energy
- 40  LoCo2
- 33  E (formerly Epower)
- 18  Marks & Spencer Energy
- 19  Npower
- 20  Ovo
- 41  Places for People Energy
- 42  Robin Hood Energy
- 21  Sainsbury's Energy
- 22  Scottish Hydro
- 23  Scottish Power
- 24  Southern Electric
- 25  Spark Energy
- 26  SSE (Scottish and Southern Energy)
- 27  Swalec
- 43  Telecom Plus
- 44  Tempus Energy Supply
- 28  Utility Warehouse
- 29  Utilita
- 30  Zog Energy
- 97  Other

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 44] = 1 ]  
2825L2

SHOW SCREEN

Q.80 Thinking of the last time you complained, taking everything into account regarding the complaints process, how satisfied or dissatisfied were you overall with the way in which your complaint was handled by the energy supplier?

- 1  Very satisfied
- 2  Quite satisfied
- 3  Neither satisfied nor dissatisfied
- 4  Quite dissatisfied
- 5  Very dissatisfied

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 45] = 1 ]  
2827L2

SHOW SCREEN

Q.81 Excluding any comment about their prices, do you believe you have had cause to complain to an energy supplier in the last year, but have not done so?

- 1  Yes
- 2  No

Multiple answers allowed  
Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
2829L100

SHOW SCREEN - MULTI CHOICE

Q.82 Excluding complaints and giving routine meter readings, have you had any interaction with your own or another energy supplier in the last 12 months?

INTERVIEWER INSTRUCTION: Multi code as many as apply

- 1  Yes - I contacted my current or previous energy supplier
- 2  Yes - I contacted another energy supplier
- 3  Yes - my current or previous energy supplier contacted me
- 4  Yes - another energy supplier contacted me
- 5  No

Answers will be inverted randomly  
Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 46] = 1 ]  
2929L2

SHOW SCREEN

Q.83 Which supplier did you have contact with most recently?

- 31  Axis Telecom
- 1  Better Energy
- 2  British Gas
- 34  Bulb energy
- 35  Cardiff Energy Supply
- 3  Co-operative Energy
- 4  Daligas
- 5  E.ON
- 6  Ebico
- 7  Economy Energy
- 8  Ecotricity
- 9  EDF
- 10  Extra Energy
- 11  First Utility
- 12  Flow Energy
- 36  Future Energy Utilities Ltd
- 37  GB Energy Supply
- 13  Gnergy
- 38  Go Effortless Energy (formerly Effortless)
- 14  Good Energy
- 15  Green Energy
- 32  Green Star Energy
- 39  iSupply Energy
- 40  LoCo2
- 33  E (formerly Epower)
- 18  Marks & Spencer Energy
- 19  Npower
- 20  Ovo
- 41  Places for People Energy
- 42  Robin Hood Energy
- 21  Sainsbury's Energy
- 22  Scottish Hydro
- 23  Scottish Power
- 24  Southern Electric
- 25  Spark Energy
- 26  SSE (Scottish and Southern Energy)
- 27  Swalec
- 43  Telecom Plus
- 44  Tempus Energy Supply
- 28  Utility Warehouse
- 29  Utilita
- 30  Zog Energy
- 97  Other

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 46 ] = 1 ]  
2931L2

SHOW SCREEN

Q.84 How satisfied or dissatisfied overall were you with the way the supplier dealt with you?

- 1  Very satisfied
- 2  Quite satisfied
- 3  Neither satisfied nor dissatisfied
- 4  Quite dissatisfied
- 5  Very dissatisfied

Question only asked, if [ FILTER[ 2 ] = 1 ]

The following questions are about how useful you find the information sent to you by your energy supplier(s).

Question only asked, if [ FILTER[ 2 ] = 1 ]

SHOW SCREEN

Q.94 Do you recall receiving any of the following from your gas or electricity supplier in the last 12 months? You may have received these via post or email.

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2935L2

SHOW SCREEN

An annual summary or review (containing details about your own energy tariff and energy use)

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2939L2

SHOW SCREEN

At least one bill or direct debit \ repayment statement

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2943L2

SHOW SCREEN

A price increase notification letter

INTERVIEWER INSTRUCTION: Price Increase Notification letters exclude letters regarding price reductions but include letters regarding any other changes to a consumer's tariff price.

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
2947L2

SHOW SCREEN

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

- 1  Yes
- 2  No

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 47 ] = 1 ]  
3049L2

SHOW SCREEN

Q.95 Thinking about when you last received an annual summary, in how much detail did you look at it?

- 1  Read it in detail
- 2  Glanced over it or skim read it
- 3  Only saw what it was, but did not read it

Answers will be inverted randomly  
Question only asked, if [ FILTER[ 51 ] = 1 ]  
3051L2

SHOW SCREEN

Q.96 And how clearly or unclearly do you think the information was presented to you in the annual summary?

- 1  Very clearly
- 2  Quite clearly
- 3  Neither clearly nor unclearly
- 4  Quite unclearly
- 5  Very unclearly

Question only asked, if [ FILTER[ 51 ] = 1 ]

SHOW SCREEN AND READ OUT

Q.98 Did you take any of the following actions as a result of receiving the annual summary?

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 51] = 1 ]  
3057L2

SHOW SCREEN AND READ OUT

Q.98 Did you take any of the following actions as a result of receiving the annual summary?  
I checked what I'm currently paying for my energy or found out about the tariff that I'm on

- 1  Yes  
2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 51] = 1 ]  
3061L2

SHOW SCREEN AND READ OUT

Q.98 Did you take any of the following actions as a result of receiving the annual summary?  
I looked into switching tariffs with my current supplier

- 1  Yes  
2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 51] = 1 ]  
3065L2

SHOW SCREEN AND READ OUT

Q.98 Did you take any of the following actions as a result of receiving the annual summary?  
I looked into switching to a different supplier

- 1  Yes  
2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 51] = 1 ]  
3069L2

SHOW SCREEN AND READ OUT

Q.98 Did you take any of the following actions as a result of receiving the annual summary?  
I thought about switching tariffs either with this supplier or a different supplier, but have not yet started looking

- 1  Yes  
2  No

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 48] = 1 ]  
3171L2

SHOW SCREEN

Q.99 Thinking about when you last received a bill or direct debit\prepayment statement, in how much detail did you look at it?

- 1  Read it in detail
- 2  Glanced over it or skim read it
- 3  Only saw what it was, but did not read it

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 52] = 1 ]  
3173L2

SHOW SCREEN

Q.100 And how clearly or unclearly do you think the information was presented to you in the bill or direct debit\prepayment statement?

- 1  Very clearly
- 2  Quite clearly
- 3  Neither clearly nor unclearly
- 4  Quite unclearly
- 5  Very unclearly

Question only asked, if [ FILTER[ 52] = 1 ]

SHOW SCREEN AND READ OUT

Q.102 Did you take any of the following action as a result of receiving the bill or direct debit\prepayment statement?

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 52] = 1 ]  
3179L2

SHOW SCREEN AND READ OUT

Q.102 Did you take any of the following action as a result of receiving the bill or direct debit\prepayment statement?

I checked what I'm currently paying for my energy or found out about the tariff that I'm on

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 52] = 1 ]  
3183L2

SHOW SCREEN AND READ OUT

Q.102 Did you take any of the following action as a result of receiving the bill or direct debit\prepayment statement?

I looked into switching tariffs with my current supplier

- 1  Yes  
2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 52] = 1 ]  
3187L2

SHOW SCREEN AND READ OUT

Q.102 Did you take any of the following action as a result of receiving the bill or direct debit\prepayment statement?

I looked into switching to a different supplier

- 1  Yes  
2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 52] = 1 ]  
3191L2

SHOW SCREEN AND READ OUT

Q.102 Did you take any of the following action as a result of receiving the bill or direct debit\prepayment statement?

I thought about switching tariffs either with this supplier or a different supplier, but have not yet started looking

- 1  Yes  
2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 52] = 1 ]  
Display picture 1  
3195L2

SHOW SCREEN AND READ OUT

Q.102 Did you take any of the following action as a result of receiving the bill or direct debit\prepayment statement?

I used the QR code to find out more about my existing tariff or to compare tariffs.

Interviewer instruction: READ OUT IF NECESSARY: QR codes (Quick Response codes) are a type of barcode that you can scan with your smart phone or tablet to link to information about your tariff and energy consumption.

- 1  Yes  
2  No

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 49] = 1 ]  
3293L2

SHOW SCREEN

Q.103 Thinking about when you last received a price increase notice, in how much detail did you look at it?

- 1  Read it in detail
- 2  Glanced over it or skim read it
- 3  Only saw what it was, but did not read it

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 53] = 1 ]  
3295L2

SHOW SCREEN

Q.104 And how clearly or unclearly do you think the information was presented to you in the price increase notice?

- 1  Very clearly
- 2  Quite clearly
- 3  Neither clearly nor unclearly
- 4  Quite unclearly
- 5  Very unclearly

Question only asked, if [ FILTER[ 53] = 1 ]

SHOW SCREEN AND READ OUT

Q.106 Did you take any of the following action as a result of receiving the price increase notice?

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 53] = 1 ]  
3301L2

SHOW SCREEN AND READ OUT

Q.106 Did you take any of the following action as a result of receiving the price increase notice?

I checked what I'm currently paying for my energy or found out about the tariff that I'm on

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 53] = 1 ]  
3305L2

SHOW SCREEN AND READ OUT

Q.106 Did you take any of the following action as a result of receiving the price increase notice?

I looked into switching tariffs with my current supplier

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 53] = 1 ]  
3309L2

SHOW SCREEN AND READ OUT

Q.106 Did you take any of the following action as a result of receiving the price increase notice?

I looked into switching to a different supplier

- 1  Yes  
2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 53] = 1 ]  
3313L2

SHOW SCREEN AND READ OUT

Q.106 Did you take any of the following action as a result of receiving the price increase notice?

I thought about switching tariffs either with this supplier or a different supplier, but have not yet started looking

- 1  Yes  
2  No

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 50] = 1 ]  
3415L2

SHOW SCREEN

Q.107 Thinking about when you last received an end of fixed term letter, in how much detail did you look at it?

- 1  Read it in detail  
2  Glanced over it or skim read it  
3  Only saw what it was, but did not read it

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 54] = 1 ]  
3417L2

SHOW SCREEN

Q.108 And how clearly or unclearly do you think the information was presented to you in the end of fixed term letter?

- 1  Very clearly  
2  Quite clearly  
3  Neither clearly nor unclearly  
4  Quite unclearly  
5  Very unclearly

Question only asked, if [ FILTER[ 54] = 1 ]

SHOW SCREEN AND READ OUT

Q.110 Did you take any of the following action as a result of receiving the end of fixed term letter?

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 54] = 1 ]  
3423L2

SHOW SCREEN AND READ OUT

Q.110 Did you take any of the following action as a result of receiving the end of fixed term letter?

I checked what I'm currently paying for my energy or found out about the tariff that I'm on

- 1  Yes
- 2  No

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 54] = 1 ]  
3427L2

SHOW SCREEN AND READ OUT

Q.110 Did you take any of the following action as a result of receiving the end of fixed term letter?

I looked into switching tariffs with my current supplier

- 1  Yes
- 2  No

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 54] = 1 ]  
3431L2

SHOW SCREEN AND READ OUT

Q.110 Did you take any of the following action as a result of receiving the end of fixed term letter?

I looked into switching to a different supplier

- 1  Yes
- 2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 54] = 1 ]  
3435L2

SHOW SCREEN AND READ OUT

Q.110 Did you take any of the following action as a result of receiving the end of fixed term letter?

I thought about switching tariffs either with this supplier or a different supplier, but have not yet started looking

- 1  Yes  
2  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
3537L2

SHOW SCREEN

Q.168 Energy suppliers are required to notify customers about savings they could make by managing their account online, changing tariff or changing their payment method with their current supplier. Do you recall seeing a message like this?

- 1  Yes  
2  No

Multiple answers allowed  
Answers will be inverted randomly  
Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Answer categories mentioned in question 7690 will be displayed  
Question only asked, if [ FILTER[ 37] = 1 ]  
3639L100

SHOW SCREEN - MULTI CHOICE

Q.169 And where did you see this?

INTERVIEWER INSTRUCTION: Multi code as many as apply

- 1  Annual summary  
2  Bill  
3  Price increase letter  
4  End of fixed term letter  
97  Other

Question only asked, if [ FILTER[ 37] = 1 ]

SHOW SCREEN AND READ OUT

Q.170 And to what extent, if at all, did this encourage you to...?

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 37] = 1 ]  
3741L2

SHOW SCREEN AND READ OUT

Q.170 And to what extent, if at all, did this encourage you to...?

Check your current tariff

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 37] = 1 ]  
3745L2

SHOW SCREEN AND READ OUT

Q.170 And to what extent, if at all, did this encourage you to...?

Compare your current tariff against other tariffs from your supplier or another supplier

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 37] = 1 ]  
3749L2

SHOW SCREEN AND READ OUT

Q.170 And to what extent, if at all, did this encourage you to...?

Switch your tariff and/or supplier

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
3851L2

SHOW SCREEN

Q.171 Energy suppliers are now required to provide a Tariff Comparison Rate (TCR) for each tariff they offer. This is an indicative price per unit of energy, taking into account all the charges and discounts. Prior to this interview, have you seen a TCR?

- 1  Yes
- 2  No

Question only asked, if [ FILTER[ 38] = 1 ]

DO NOT PROMPT

Multiple answers allowed

Open ended answer is written as a bitmap

User defined button : 98 "R"

User defined button : 99 "DK"

Answer categories mentioned in question 7690 will be displayed

Question only asked, if [ FILTER[ 38] = 1 ]

3853L100

MULTI CODE

Q.172 And where did you see this?

INTERVIEWER INSTRUCTION: if respondent answers 5, 8, or 9, probe if this was actually either 1, 2, 3, or 4

- 1  Annual summary
- 2  Bill
- 3  Price increase letter
- 4  End of fixed term letter
- 5  On my energy supplier(s) website
- 6  On another energy supplier website
- 7  On another website
- 8  Via email
- 9  Via a leaflet or letter sent directly to you
- 10  Somewhere else (e.g. a newspaper article or advertisement)
- 97  Other

Question only asked, if [ FILTER[ 38] = 1 ]

SHOW SCREEN AND READ OUT

Q.173 And to what extent, if at all, did this encourage you to...?

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 38] = 1 ]

3955L2

SHOW SCREEN AND READ OUT

Q.173 And to what extent, if at all, did this encourage you to...?

Check your current tariff

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 38] = 1 ]  
3959L2

SHOW SCREEN AND READ OUT

Q.173 And to what extent, if at all, did this encourage you to...?

Compare your current tariff against other tariffs from your supplier or another supplier

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 38] = 1 ]  
3963L2

SHOW SCREEN AND READ OUT

Q.173 And to what extent, if at all, did this encourage you to...?

Switch your tariff and/or supplier

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4065L2

SHOW SCREEN

Q.174 A Personal Projection is an estimated annual cost of a tariff, based on your expected energy use. Prior to this interview, have you seen a Personal Projection?

- 1  Yes
- 2  No

Question only asked, if [ FILTER[ 41] = 1 ]

DO NOT PROMPT

Multiple answers allowed  
Open ended answer is written as a bitmap  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Answer categories mentioned in question 7690 will be displayed  
Question only asked, if [ FILTER[ 41] = 1 ]  
4067L100

MULTI CODE

Q.175 And where did you see this?

INTERVIEWER INSTRUCTION: if respondent answers 5, 8, or 9, probe if this was actually either 1, 2, 3, or 4

- 1  Annual summary
- 2  Bill
- 3  Price increase letter
- 4  End of fixed term letter
- 5  On my energy supplier(s) website
- 6  On another energy supplier website
- 7  On another website
- 8  Via email
- 9  Via a leaflet or letter sent directly to you
- 10  Somewhere else (e.g. a newspaper article or advertisement)
- 97  Other

Question only asked, if [ FILTER[ 41] = 1 ]

SHOW SCREEN AND READ OUT

Q.176 And to what extent, if at all, did this encourage you to...?

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 41] = 1 ]  
4169L2

SHOW SCREEN AND READ OUT

Q.176 And to what extent, if at all, did this encourage you to...?

Check your current tariff

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 41] = 1 ]  
4173L2

SHOW SCREEN AND READ OUT

Q.176 And to what extent, if at all, did this encourage you to...?

Compare your current tariff against other tariffs from your supplier or another supplier

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 41] = 1 ]  
4177L2

SHOW SCREEN AND READ OUT

Q.176 And to what extent, if at all, did this encourage you to...?

Switch your tariff and/or supplier

- 1  To a great extent
- 2  Somewhat
- 3  Very little
- 4  Not at all

Multiple answers allowed  
Answers will be inverted randomly  
User defined button : 96 "N"  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4279L100

SHOW SCREEN - MULTI CHOICE

Q.120 For which, if any, of the following services have you switched your provider in the last 12 months?

- 1  Landline phone calls
- 2  Mobile phone network
- 3  Internet or broadband provider
- 4  Cash ISA
- 5  Balance transfer on a credit card
- 6  Current account

Question only asked, if [ FILTER[ 2] = 1 ]

SHOW SCREEN

Q.121 To what extent do you agree or disagree with the following statements about energy suppliers?

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 and 1 ]  
4381L2

SHOW SCREEN

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

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 and 1 ]  
4385L2

SHOW SCREEN

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

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 and 1 ]  
4389L2

SHOW SCREEN

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

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 and 1 ]  
4393L2

SHOW SCREEN

I worry that if I switch things will go wrong

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
4397L2

SHOW SCREEN

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 and 1 ]  
4401L2

SHOW SCREEN

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

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 and 1 ]  
4405L2

SHOW SCREEN

Some energy suppliers are more trustworthy than others

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 and 1 ]  
4409L2

SHOW SCREEN

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

- 1  Agree strongly
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Disagree strongly

Question only asked, if [ FILTER[ 2 ] = 1 ]

INTERVIEWER INSTRUCTION: Do not show screen until prompted

Multiple answers allowed - Order recorded:4611L36  
Open ended answer is written as a bitmap  
Maximum 3  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
4511L100

DO NOT PROMPT - MULTI CODE

Q.122 What factors matter most to you when choosing your energy supplier or tariff?

INTERVIEWER INSTRUCTION: Multi code up to 3 responses

- 1  Tariff price
- 2  Customer service
- 3  Having a greener tariff
- 4  Having a fixed term tariff
- 5  Having an online tariff
- 6  The reputation of the supplier
- 7  Getting a smart meter \ in home display
- 8  Home energy related incentives (e.g. boiler maintenance, home insulation)
- 9  Other incentives (e.g. Nectar points, wine)
- 10  Preference for Big 6 (British Gas, Scottish Power, SSE, Eon, NPower, EDF)
- 11  Preference to avoid the Big 6 (British Gas, Scottish Power, SSE, Eon, NPower, EDF)
- 12  A supplier I know
- 97  Other

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 9 ] = 1 or FILTER[ 3 ] = 1 ]  
4647L2

SHOW SCREEN

Q.123 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

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 10 ] = 1 or FILTER[ 4 ] = 1 ]  
4649L2

SHOW SCREEN

Q.124 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

Answers will be inverted randomly

User defined button : 98 "R"

User defined button : 99 "DK"

Question only asked, if [ FILTER[ 8 ] = 1 ]  
4651L2

SHOW SCREEN

Q.125 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

Question only asked, if [ FILTER[ 2 ] = 1 ]

SHOW SCREEN

Q.127 Could you tell me the extent to which you agree or disagree with the following statements?

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4657L2

SHOW SCREEN

Financially things are a bit of a struggle for me

- 1  Strongly agree
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Strongly disagree

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4661L2

SHOW SCREEN

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

- 1  Strongly agree
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Strongly disagree

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4665L2

SHOW SCREEN

I often make a decision on impulse

- 1  Strongly agree
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Strongly disagree

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
4669L2

SHOW SCREEN

Everything seems to be getting more complicated these days

- 1  Strongly agree
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Strongly disagree

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
4673L2

SHOW SCREEN

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

- 1  Strongly agree
- 2  Tend to agree
- 3  Neither agree nor disagree
- 4  Tend to disagree
- 5  Strongly disagree

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
4775L2

SHOW SCREEN

Q.128 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

Answers will be inverted randomly  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4777L2

SHOW SCREEN

Q.129 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

Answers will be inverted randomly  
User defined button : 96 "N"  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4779L2

SHOW SCREEN

Q.130 What is the highest level of education you have completed? Please select one answer only.

- 1  Post graduate degree (MA, MSc, PhD etc:)
- 2  Degree
- 3  Professional qualifications
- 4  HND\HNC
- 5  A Levels\AS Levels
- 6  GCSE\O Levels\CSE
- 7  ONC\OND\City & Guilds
- 8  GNVQ

Multiple answers allowed  
User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4781L100

MULTI CHOICE

Q.131 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.

INTERVIEWER INSTRUCTION: Multi code as many as apply

- 1  Yes, I do
- 2  Yes, my husband\wife\partner does
- 3  No

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4881L2

Q.132 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

Question only asked, if [ FILTER[ 2] = 1 ]

DO NOT PROMPT

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2] = 1 ]  
4883L2

DO NOT PROMPT

Q.133 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.

- 1  A: Under £100 \ Under £400 \ Under £5,000
- 2  B: £100 - £199 \ £400 - £829 \ £5,000 - £9,999
- 3  C: £200 - £308 \ £830 - £1,333 \ £10,000 - £15,999
- 4  D: £309 - £389 \ £1,334 - £1,649 \ £16,000 - £19,999
- 5  E: £390 - £489 \ £1,650 - £2,099 \ £20,000 - £24,999
- 6  F: £490 - £679 \ £2,100 - £2,899 \ £25,000 - £34,999
- 7  G: £680 - £869 \ £2,900 - £3,749 \ £35,000 - £44,999
- 8  H: £870 - £1,149 \ £3,750 - £4,999 \ £45,000 - £59,999
- 9  I: £1,150 - £1,549 \ £5,000 - £6, 649 \ £60,000 - £79,999
- 10  J: £1,550 or over \ £6,650 or over \ £80,000 or over
- 11  SPONTANEOUS ONLY: Nothing\no work or scheme

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 55] = 1 ]  
4885L2

Q.134 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 respondent has a partner we would like their combined income.

- 1  Less than £16,000
- 2  £16,000 or more

User defined button : 98 "R"  
User defined button : 99 "DK"  
Question only asked, if [ FILTER[ 2 ] = 1 ]  
4887L2

Q.135 Have you moved house in the last 12 months?

- 1  Yes - once
- 2  Yes - more than once
- 3  No

Question only asked, if [ FILTER[ 2 ] = 1 ]  
4889L2

Q.136 Would you be willing for Ofgem, or their preferred research agency, to contact you in the future about any of these issues, and for TNS to pass on your answers to this survey to them?

- 1  Yes, TNS can pass participant's details to Ofgem research agency appointed by them to be contacted about these issues
- 2  No, participant does not want TNS to pass on their details to Ofgem research agency appointed by them to be contacted about these issues

## 5.2 Filters

Table 5.1 presents full details of filters (routing instructions) used throughout the 2016 questionnaire.

**Table 5.1 Filter descriptions/definitions**

Filter N°.	Description	Definition
F0	All respondents	[All]
F1	Has gas and/or electricity supply	[Q1=1] OR [Q1=2] OR [Q1=3]
F2	Has gas and/or electricity supply and responsible for it	[Q2=1]
F3	Has gas only supply and responsible for it	[Q1=1 AND Q2=1]
F4	Has electricity only supply and responsible for it	[Q1=2 AND Q2=1]
F5	Has gas and electricity supply and responsible for it	[Q1=3 AND Q2=1]
F6	Has different gas and electricity suppliers, or not sure if the same	[Q150=2] OR [Q150=98] OR [Q150=99]
F7	Has gas and electricity supply from the same supplier and responsible for it	[Q150=1]
F8	Receives dual fuel discount	[Q7=1]
F9	Has gas, but does not receive a dual fuel discount	[F5 AND [Q7 = 2 OR Q7 = 98 OR Q7 = 99]]
F10	Has electricity, but does not receive a dual fuel discount	[F5 AND [Q7 = 2 OR Q7 = 98 OR Q7 = 99]]
F11	Switched gas in past 12 months	[Q19=1]
F12	Switched electricity in past 12 months	[Q18=1]
F13	Hasn't switched gas or hasn't switched electricity supplier in past 12 months	[[F3 AND [Q19=2 OR Q19=98 OR Q19=99]] OR [[F4 AND [Q18=2 OR Q18=98 OR Q18=99]] OR [[F5 AND [Q18=2 OR Q18=98 OR Q18=99 OR Q19=2 OR Q19=98 OR Q19=99]]

Filter N <sup>o</sup> .	Description	Definition
F14	Switched gas AND electricity in past 12 months or longer ago	[Q18 = 1 AND Q19 = 1] OR [[F5] AND [Q20 = 3] AND [Q18 = 2 OR Q18= 98 OR Q18 = 99] AND [Q19 = 2 OR Q19 = 98 OR Q19 = 99]] OR [[F3] AND [Q20 = 3] AND [Q19 = 2 OR Q19 = 98 OR Q19 = 99]] OR [[F4] AND [Q20 = 3] AND [Q18 = 2 OR Q18= 98 OR Q18 = 99]]
F15	Switched gas AND electricity at same time	[Q154=1]
F16	Ever switched gas supplier	[Q20=1] OR [Q20=3] OR [F11]
F17	Switched gas supplier more than 1 year ago	[Q20=1] OR [Q20=3]
F18	Ever switched electricity	[Q20=2] OR [Q20=3] OR [F12]
F19	Switched electricity supplier more than 1 year ago	[Q20=2] OR [Q20=3]
F20	Switched gas AND electricity at the same time from the same supplier to one new supplier in past 12 months or longer ago (combined supplier to combined supplier switch)	[Q150=1 AND Q154=1 AND Q155=1]
F21	Switched gas AND electricity at the same time from the same supplier to one new supplier in past 12 months (combined supplier to combined supplier switch)	[Q19=1 AND Q18=1 AND Q154=1 AND Q155=1]
F22	Switched gas supplier in past 12 months or longer ago, but last switch was not a combined supplier to combined supplier switch	[F3 AND F16] OR [[F5 AND F16] AND [Q18=2 OR Q18=98 OR Q18=99] AND [Q20=1]] OR [[F5 AND F16] AND [Q155=2 OR Q155=98 OR Q155=99]] OR [[F5 AND F16] AND [Q154=2 OR Q154=98 OR Q154=99]] OR [[F4 AND [Q18 = 2 OR Q18 = 98 OR Q18 = 99] AND [Q20 = 1 OR Q20 = 3]]

Filter N <sup>o</sup> .	Description	Definition
F23	Switched gas supplier in past 12 months but last switch was not a combined supplier to combined supplier switch (including gas supply only consumers)	[F3 AND F11] OR [[F5 AND F11] AND [Q18=2 OR Q18=98 OR Q18=99]] OR [[F5 AND F11] AND [Q155=2 OR Q155=98 OR Q155=99]] OR [[F5 AND F11] AND [Q154=2 OR Q154=98 OR Q154=99]]
F24	Switched electricity supplier in past 12 months or longer ago, but last switch was not a combined supplier to combined supplier switch	[F4 AND F18] OR [[F5 AND F18] AND [Q19=2 OR Q19=98 OR Q19=99] AND [Q20=2]] OR [[F5 AND F18] AND [Q155=2 OR Q155=98 OR Q155=99]] OR [[F5 AND F18] AND [Q154=2 OR Q154=98 OR Q154=99]] OR [[F3 AND [Q19 = 2 OR Q19 = 98 OR Q19 = 99] AND [Q20 = 2 OR Q20 = 3]]
F25	Switched electricity supplier in past 12 months but last switch was not a combined supplier to combined supplier switch (including electricity supply only consumers)	[F4 AND F12] OR [[F5 AND F12] AND [Q19=2 OR Q19=98 OR Q19=99]] OR [[F5 AND F12] AND [Q155=2 OR Q155=98 OR Q155=99]] OR [[F5 AND F12] AND [Q154=2 OR Q154=98 OR Q154=99]]
F26	Changed gas payment method in past 12 months	[Q26=1]
F27	Changed electricity payment method in past 12 months	[Q31=1]
F28	Has not changed gas tariff with an existing supplier in the last 12 months, or not sure	[Q35=2] OR [Q35=98] OR [Q35=99]
F29	Has not changed electricity tariff with an existing supplier in the last 12 months, or not sure	[Q36=2] OR [Q36=98] OR [Q36=99]
F30	Either switched supplier, changed tariff with existing supplier, compared tariff with other suppliers or compared tariff with existing supplier in last 12 months	[Q19=1] OR [Q18=1] OR [Q35=1] OR [Q36=1] OR [Q41=1] OR [Q42=1] OR [Q43=1] OR [Q44=1]
F31	At last action, for gas only, either switched supplier, changed tariff with existing supplier, compared tariff with other suppliers or compared tariff with existing supplier in last 12 months	[Q159=1]

Filter N <sup>o</sup> .	Description	Definition
F32	At last action, for electricity only, either switched supplier, changed tariff with existing supplier, compared tariff with other suppliers or compared tariff with existing supplier in last 12 months	[Q159=2]
F33	At last action, for gas and electricity at the same time, either switched supplier, changed tariff with existing supplier, compared tariff with other suppliers or compared tariff with existing supplier in last 12 months	[Q159=3] OR [Q159 = 98] OR [Q159 = 99]
F34	When switching/comparing tariffs/suppliers in past 12 months, also looked for information about existing gas and/or electricity tariff or energy use	[Q162=1] OR [Q162=2] OR [Q162=3]
F35	Has seen information from their energy supplier about the requirement to treat customers fairly in the last 12 months	[Q71=1]
F36	Switched supplier or tariff in the last 12 moves and aimed to save money	[[Q19=1] OR [Q18=1] OR [Q35=1] OR [Q36=1] AND [Q160=1]]
F37	Seen a savings note/reminder on correspondence	[Q168=1]
F38	Aware of TCR	[Q171=1]
F39	Easier or harder to compare compared to a year ago	[Q74=1] OR [Q74=3]
F40	All who think it's very/fairly easy or very/fairly difficult to compare tariffs	[Q145=1] OR [Q145=2] OR [Q145=4] OR [Q145=5]
F41	Aware of PP	[Q174=1]
F42	All who spend something on home energy	[Q8 >£0]
F43	All who would have to save money to switch gas or electricity supplier	[Q17 >£0]
F44	Made complaint in past 12 months to current or previous supplier	[Q76=1]
F45	Not made complaint in past 12 months to current or previous supplier	[Q76=2] OR [Q76=98] OR [Q76=99]
F46	Contacted supplier in past 12 months, NOT to make a complaint	[Q82=1] OR [Q82=2] OR [Q82=3] OR [Q82=4]
F47	Received annual summary	[Q94i=1]
F48	Received bill	[Q94ii=1]
F49	Received PIN	[Q94iii=1]
F50	Received end of fixed term letter	[Q94iv=1]
F51	Received annual summary AND read it in detail/skimmed	[[Q95=1 OR Q95=2] AND [F47]]
F52	Received bill AND read it in detail/skimmed	[[Q99=1 OR Q99=2] AND [F48]]

Filter N°.	Description	Definition
F53	Received PIN AND read it in detail/skimmed	[[Q103=1 OR Q103=2] AND [F49]]
F54	Received end of fixed term letter AND read it in detail/skimmed	[[Q107=1 OR Q107=2] AND [F50]]
F55	"Nothing\ no work or scheme" or don't know income or refused income	[Q133=11] OR [Q133=98] OR [Q133=99]