

Green Energy – A ‘consumer voice’ for the energy market

METHODOLOGY NOTE

ComRes interviewed 1,732 British adults who pay energy bills online between 5th and 7th February 2014. Data were weighted to be representative of all GB adults aged 18+.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 1

Q1. Are you responsible, either on your own or in part, for paying the energy bill for your home?

Base: All respondents

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2000	940	1060	149	329	389	375	306	452	478	738	543	276	443	514	520	510	286	170
Weighted base	2000	980	1020	240	320	380	340	300	420	560	540	580	420	460	508	528	502	288	174
Yes	1669 83%	882 90%	787 77%	99 41%	250 78%	334 88%	317 93%	272 91%	397 95%	349 62%	433 80%	507 87%	337 80%	391 85%	407 80%	433 82%	424 85%	254 88%	151 87%
No	306 15%	92 9%	214 21%	130 54%	59 19%	43 11%	23 7%	28 9%	22 5%	190 34%	98 18%	68 12%	73 17%	66 14%	86 17%	93 18%	70 14%	34 12%	22 13%
Don't know / can't remember	25 1%	7 1%	18 2%	11 5%	11 3%	3 1%	- -	- -	1 *	22 4%	9 2%	5 1%	9 2%	2 *	16 3%	2 *	7 1%	- -	- -

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 1

Q1. Are you responsible, either on your own or in part, for paying the energy bill for your home?

Base: All respondents

	Working status			Children						Social Media On Any Device							
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	2000	809	315	876	518	172	220	201	119	1467	1320	442	140	230	17	269	543
Weighted base	2000	880	240	880	518	175	219	194	122	1463	1368	444	142	217	25	297	497
Yes	1669 83%	737 84%	195 81%	737 84%	466 90%	153 87%	202 92%	179 92%	107 88%	1188 81%	1125 82%	354 80%	116 82%	189 87%	24 98%	219 74%	443 89%
No	306 15%	129 15%	41 17%	136 15%	45 9%	17 10%	14 6%	15 8%	15 12%	260 18%	228 17%	81 18%	24 17%	28 13%	1 2%	72 24%	47 10%
Don't know / can't remember	25 1%	15 2%	3 1%	7 1%	8 1%	5 3%	3 1%	1 *	- -	15 1%	15 1%	9 2%	2 1%	1 *	- -	6 2%	7 1%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 2

Q1. Are you responsible, either on your own or in part, for paying the energy bill for your home?

Base: All respondents

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	2000	694	647	146	161	320	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	2000	660	700	260	117	230	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
Yes	1669 83%	552 84%	588 84%	226 87%	101 86%	195 84%	1228 100%	54 100%	113 100%	827 100%	349 100%	494 100%	209 100%	168 100%	377 100%	719 100%	126 100%	377 100%	754 100%	1474 100%
No	306 15%	100 15%	108 15%	28 11%	14 12%	31 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / can't remember	25 1%	8 1%	4 1%	6 2%	2 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Energy Suppliers Survey
ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 3

Q2. What type of energy supplier, if any, provides you with your gas and electricity?

Summary table

Base: All respondents responsible for paying bills

	<u>Gas</u>	<u>Electricity</u>	<u>Gas and Electricity</u>
Unweighted base	1732	1732	1732
Weighted base	1669	1669	1669
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	1234 74%	1425 85%	1228 74%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	63 4%	64 4%	54 3%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	132 8%	142 8%	113 7%
Don't know	34 2%	33 2%	29 2%
I do not use this form of energy	206 12%	5 *	5 *

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 4

Q2. What type of energy supplier, if any, provides you with your gas and electricity?

Gas

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	1234 74%	647 73%	587 75%	69 70%	177 71%	254 76%	249 79%	200 73%	285 72%	246 70%	320 74%	360 71%	267 79%	288 74%	296 73%	329 76%	324 76%	175 69%	110 72%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecolectricity, Good Energy)	132 8%	79 9%	53 7%	5 5%	16 6%	31 9%	25 8%	18 6%	38 10%	21 6%	45 10%	45 9%	19 6%	23 6%	37 9%	27 6%	37 9%	23 9%	9 6%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	63 4%	32 4%	31 4%	1 1%	19 7%	12 4%	4 1%	13 5%	15 4%	20 6%	19 4%	26 5%	7 2%	12 3%	21 5%	15 3%	14 3%	12 5%	1 1%
Don't know	34 2%	13 1%	21 3%	14 15%	6 3%	9 3%	1 *	1 1%	2 *	21 6%	3 1%	15 3%	8 2%	7 2%	8 2%	10 2%	14 3%	2 1%	- -
I do not use this form of energy	206 12%	110 13%	95 12%	9 9%	32 13%	28 8%	38 12%	41 15%	58 15%	42 12%	45 10%	61 12%	37 11%	63 16%	44 11%	53 12%	36 8%	42 16%	32 21%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 4

Q2. What type of energy supplier, if any, provides you with your gas and electricity?

Gas

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	1234 74%	542 74%	146 75%	546 74%	372 80%	111 73%	164 81%	147 82%	90 84%	851 72%	832 74%	249 70%	81 70%	136 72%	19 78%	165 75%	335 76%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	132 8%	56 8%	10 5%	66 9%	34 7%	14 9%	12 6%	11 6%	7 6%	98 8%	96 9%	30 8%	6 5%	24 13%	1 5%	12 5%	32 7%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	63 4%	31 4%	3 2%	29 4%	18 4%	8 5%	11 5%	5 3%	1 1%	45 4%	42 4%	18 5%	8 7%	6 3%	4 17%	14 6%	14 3%
Don't know	34 2%	16 2%	5 3%	13 2%	11 2%	4 3%	4 2%	5 3%	2 2%	22 2%	25 2%	12 3%	-	-	-	5 2%	8 2%
I do not use this form of energy	206 12%	92 13%	30 16%	83 11%	31 7%	16 10%	12 6%	11 6%	7 6%	172 14%	131 12%	44 13%	21 18%	24 13%	-	23 10%	55 12%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 5

Q2. What type of energy supplier, if any, provides you with your gas and electricity?

Gas

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	1234 74%	386 70%	459 78%	179 79%	74 73%	132 68%	1228 100%	-	-	673 81%	240 69%	321 65%	136 65%	102 61%	271 72%	592 82%	84 67%	238 63%	509 67%	1101 75%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	132 8%	58 11%	50 9%	7 3%	6 6%	11 6%	-	-	113 100%	18 2%	17 5%	97 20%	38 18%	24 14%	34 9%	31 4%	5 4%	62 16%	95 13%	126 9%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	63 4%	28 5%	23 4%	4 2%	3 3%	6 3%	-	54 100%	-	15 2%	38 11%	10 2%	14 7%	21 13%	22 6%	3 *	-	36 9%	57 8%	61 4%
Don't know	34 2%	11 2%	7 1%	3 1%	4 4%	7 3%	-	-	-	20 2%	6 2%	8 2%	1 1%	4 3%	3 1%	5 1%	11 9%	6 2%	9 1%	14 1%
I do not use this form of energy	206 12%	69 13%	49 8%	33 14%	14 14%	39 20%	-	-	-	100 12%	47 14%	59 12%	19 9%	16 10%	48 13%	88 12%	26 20%	36 10%	83 11%	171 12%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 6

Q2. What type of energy supplier, if any, provides you with your gas and electricity?

Electricity

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	1425 85%	753 85%	672 85%	76 77%	206 82%	281 84%	283 89%	237 87%	343 86%	282 81%	363 84%	421 83%	304 90%	337 86%	340 84%	377 87%	354 83%	212 83%	143 94%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	142 8%	82 9%	60 8%	3 3%	21 8%	33 10%	28 9%	20 7%	36 9%	24 7%	44 10%	47 9%	20 6%	30 8%	38 9%	28 6%	41 10%	28 11%	7 5%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	64 4%	34 4%	30 4%	2 2%	15 6%	14 4%	4 1%	13 5%	16 4%	17 5%	21 5%	24 5%	6 2%	13 3%	21 5%	14 3%	16 4%	12 5%	1 1%
Don't know	33 2%	11 1%	22 3%	16 16%	6 3%	6 2%	1 *	2 1%	1 *	22 6%	3 1%	16 3%	6 2%	9 2%	8 2%	10 2%	13 3%	2 1%	1 *
I do not use this form of energy	5 *	2 *	3 *	2 2%	1 *	* *	- -	- -	1 *	3 1%	1 *	- -	1 *	3 1%	- -	4 1%	* *	1 *	- -

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 6

Q2. What type of energy supplier, if any, provides you with your gas and electricity?

Electricity

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	1425 85%	629 85%	172 88%	625 85%	399 86%	124 81%	174 86%	158 89%	93 87%	1012 85%	952 85%	292 82%	98 84%	154 82%	18 75%	186 85%	384 87%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	142 8%	62 8%	13 7%	67 9%	41 9%	20 13%	14 7%	12 7%	9 9%	101 8%	103 9%	35 10%	8 7%	26 14%	2 10%	12 6%	34 8%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	64 4%	31 4%	4 2%	28 4%	16 3%	3 2%	9 4%	6 3%	2 2%	48 4%	43 4%	17 5%	9 8%	8 4%	4 15%	15 7%	15 3%
Don't know	33 2%	14 2%	6 3%	13 2%	7 2%	3 2%	3 1%	2 1%	2 2%	25 2%	26 2%	9 3%	-	-	-	5 2%	6 1%
I do not use this form of energy	5 *	1 *	* *	4 1%	3 1%	3 2%	3 1%	1 *	- -	2 *	2 *	1 *	1 1%	-	-	1 *	3 1%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 7

Q2. What type of energy supplier, if any, provides you with your gas and electricity?

Electricity

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Superm arket	Indepe ndent	Big Six	Superm arket	Indepe ndent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my curren t suppli er	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	1425 85%	452 82%	508 86%	212 94%	86 85%	163 84%	1228 100%	-	-	778 94%	280 80%	368 75%	155 74%	117 69%	311 83%	676 94%	109 87%	271 72%	583 77%	1259 85%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	142 8%	55 10%	53 9%	10 4%	8 8%	15 8%	-	-	113 100%	18 2%	17 5%	107 22%	38 18%	26 16%	42 11%	34 5%	1 1%	64 17%	106 14%	140 10%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	64 4%	31 6%	20 3%	4 2%	3 3%	7 3%	-	54 100%	-	12 2%	43 12%	9 2%	15 7%	24 14%	19 5%	4 1%	-	38 10%	57 8%	61 4%
Don't know	33 2%	11 2%	7 1%	-	5 5%	8 4%	-	-	-	19 2%	6 2%	8 2%	1 1%	1 1%	3 1%	4 1%	14 11%	3 1%	6 1%	10 1%
I do not use this form of energy	5 *	3 1%	-	-	-	2 1%	-	-	-	-	3 1%	2 *	-	-	2 1%	1 *	1 1%	-	2 *	3 *

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 8

Q3. Thinking about all of your day to day costs, which of the following, if any, are you MOST concerned about?

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
Energy	643 39%	353 40%	289 37%	18 18%	52 21%	89 27%	123 39%	149 55%	212 53%	70 20%	176 41%	164 32%	149 44%	154 39%	127 31%	175 40%	168 40%	107 42%	66 44%
Mortgage / rent	272 16%	146 17%	126 16%	23 23%	71 28%	86 26%	60 19%	23 8%	10 2%	93 27%	67 16%	95 19%	44 13%	65 17%	62 15%	70 16%	79 19%	39 15%	22 14%
Food	163 10%	75 9%	87 11%	18 18%	27 11%	35 11%	27 8%	25 9%	31 8%	45 13%	30 7%	59 12%	26 8%	48 12%	49 12%	33 8%	41 10%	20 8%	19 13%
Debts or repayments (e.g. on a credit card or bank loan)	155 9%	67 8%	87 11%	12 12%	40 16%	36 11%	34 11%	16 6%	17 4%	52 15%	29 7%	62 12%	27 8%	37 10%	41 10%	42 10%	32 7%	25 10%	16 10%
Car or transport (e.g. train fares)	115 7%	60 7%	55 7%	8 9%	17 7%	31 9%	22 7%	16 6%	20 5%	26 7%	36 8%	31 6%	30 9%	18 5%	29 7%	30 7%	33 8%	15 6%	8 5%
Holidays	45 3%	20 2%	24 3%	2 2%	6 2%	8 2%	12 4%	5 2%	12 3%	8 2%	18 4%	10 2%	6 2%	11 3%	16 4%	15 3%	7 2%	5 2%	1 *
Water	23 1%	10 1%	14 2%	3 3%	6 2%	6 2%	3 1%	3 1%	2 1%	9 3%	5 1%	5 1%	5 2%	9 2%	7 2%	4 1%	9 2%	3 1%	1 *
Clothes	17 1%	10 1%	7 1%	9 9%	2 1%	6 2%	1 *	1 *	- -	11 3%	3 1%	8 2%	1 *	5 1%	4 1%	8 2%	1 *	4 2%	- -
Going out (e.g. to the cinema, restaurants or bars)	12 1%	4 1%	8 1%	2 2%	5 2%	3 1%	1 *	- -	1 *	7 2%	6 1%	4 1%	- -	3 1%	4 1%	2 *	3 1%	2 1%	2 1%
Telephone (mobile or landline)	11 1%	5 1%	6 1%	- -	5 2%	1 *	1 *	1 *	4 1%	5 1%	- -	5 1%	4 1%	3 1%	6 1%	1 *	5 1%	- -	- -
None of the above	213 13%	130 15%	83 11%	4 4%	20 8%	34 10%	33 10%	33 12%	89 22%	24 7%	64 15%	65 13%	45 13%	39 10%	62 15%	53 12%	47 11%	34 13%	18 12%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 8

Q3. Thinking about all of your day to day costs, which of the following, if any, are you MOST concerned about?

Base: All respondents responsible for paying bills

	Working status			Children						Social Media On Any Device							
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
Energy	643 39%	222 30%	79 40%	341 46%	135 29%	31 20%	53 26%	65 36%	40 37%	499 42%	419 37%	124 35%	45 38%	63 33%	5 19%	55 25%	175 39%
Mortgage / rent	272 16%	178 24%	30 15%	65 9%	101 22%	34 22%	43 21%	37 21%	20 18%	168 14%	199 18%	77 22%	28 24%	41 22%	6 23%	48 22%	56 13%
Food	163 10%	56 8%	26 13%	81 11%	49 11%	13 9%	27 13%	22 12%	15 14%	114 10%	115 10%	30 9%	12 11%	12 6%	2 10%	15 7%	40 9%
Debts or repayments (e.g. on a credit card or bank loan)	155 9%	90 12%	22 11%	42 6%	53 11%	30 20%	27 13%	11 6%	2 2%	101 9%	123 11%	36 10%	8 7%	24 13%	1 6%	39 18%	26 6%
Car or transport (e.g. train fares)	115 7%	58 8%	16 8%	41 6%	39 8%	13 8%	15 8%	17 9%	9 8%	76 6%	76 7%	29 8%	5 4%	15 8%	3 13%	22 10%	35 8%
Holidays	45 3%	16 2%	5 3%	24 3%	17 4%	4 3%	5 3%	10 6%	3 3%	28 2%	32 3%	8 2%	4 3%	6 3%	-	5 2%	11 2%
Water	23 1%	10 1%	* *	13 2%	9 2%	6 4%	2 1%	2 1%	* *	14 1%	17 2%	8 2%	2 2%	2 1%	1 3%	6 3%	2 *
Clothes	17 1%	11 2%	- -	6 1%	14 3%	10 7%	11 6%	1 *	- -	4 *	13 1%	5 1%	4 3%	2 1%	6 25%	10 4%	2 *
Going out (e.g. to the cinema, restaurants or bars)	12 1%	10 1%	1 *	2 *	2 1%	1 1%	- -	1 1%	- -	10 1%	11 1%	5 2%	3 2%	4 2%	-	3 2%	1 *
Telephone (mobile or landline)	11 1%	5 1%	- -	6 1%	2 *	- -	1 *	2 1%	1 1%	9 1%	9 1%	2 *	- -	1 1%	-	3 1%	2 *
None of the above	213 13%	80 11%	17 8%	116 16%	44 9%	11 7%	18 9%	10 6%	16 15%	165 14%	110 10%	30 8%	6 5%	18 10%	-	13 6%	93 21%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 9

Q3. Thinking about all of your day to day costs, which of the following, if any, are you MOST concerned about?

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
Energy	643 39%	298 54%	173 29%	81 36%	35 34%	52 27%	487 40%	19 36%	51 45%	277 34%	143 41%	222 45%	78 37%	55 33%	135 36%	301 42%	46 37%	133 35%	269 36%	569 39%
Mortgage / rent	272 16%	9 2%	160 27%	30 13%	13 12%	59 30%	203 17%	8 15%	16 14%	132 16%	56 16%	84 17%	28 13%	48 29%	71 19%	91 13%	24 19%	76 20%	147 19%	238 16%
Food	163 10%	38 7%	47 8%	40 18%	20 20%	17 9%	117 10%	6 11%	7 6%	88 11%	32 9%	43 9%	17 8%	16 10%	34 9%	75 10%	8 7%	33 9%	67 9%	142 10%
Debts or repayments (e.g. on a credit card or bank loan)	155 9%	14 3%	70 12%	35 15%	11 11%	24 13%	119 10%	3 6%	9 8%	96 12%	28 8%	31 6%	16 8%	7 4%	34 9%	81 11%	13 10%	23 6%	56 7%	137 9%
Car or transport (e.g. train fares)	115 7%	46 8%	40 7%	8 4%	6 6%	13 7%	73 6%	6 10%	10 9%	65 8%	26 8%	24 5%	21 10%	17 10%	27 7%	35 5%	10 8%	39 10%	65 9%	101 7%
Holidays	45 3%	17 3%	17 3%	4 2%	1 1%	6 3%	33 3%	2 4%	2 2%	18 2%	10 3%	17 3%	11 5%	4 3%	11 3%	16 2%	1 1%	15 4%	26 3%	42 3%
Water	23 1%	5 1%	7 1%	4 2%	3 3%	4 2%	15 1%	2 3%	2 2%	9 1%	7 2%	7 1%	5 2%	4 2%	4 1%	9 1%	1 1%	9 2%	13 2%	22 2%
Clothes	17 1%	5 1%	5 1%	6 3%	1 1%	1 1%	7 1%	1 2%	2 2%	6 1%	1 *	10 2%	5 2%	5 3%	3 1%	3 *	- -	11 3%	14 2%	17 1%
Going out (e.g. to the cinema, restaurants or bars)	12 1%	2 *	6 1%	- -	- -	4 2%	9 1%	1 1%	- -	7 1%	3 1%	2 *	2 1%	1 1%	3 1%	7 1%	- -	3 1%	6 1%	12 1%
Telephone (mobile or landline)	11 1%	4 1%	5 1%	- -	1 1%	1 *	8 1%	1 2%	1 1%	8 1%	- -	4 1%	2 1%	- -	3 1%	5 1%	1 1%	2 *	5 1%	10 1%
None of the above	213 13%	114 21%	58 10%	18 8%	11 11%	13 7%	158 13%	6 10%	12 11%	121 15%	41 12%	51 10%	24 12%	10 6%	52 14%	95 13%	21 17%	34 9%	87 11%	182 12%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 10

Q3. Thinking about all of your day to day costs, which of the following, if any, are you SECOND MOST concerned about?

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
Food	334 20%	180 20%	153 19%	24 24%	38 15%	58 17%	61 19%	54 20%	99 25%	62 18%	80 18%	98 19%	62 18%	95 24%	70 17%	83 19%	92 22%	62 24%	27 18%
Energy	312 19%	162 18%	149 19%	22 23%	61 24%	74 22%	64 20%	45 17%	45 11%	84 24%	70 16%	115 23%	55 16%	72 18%	68 17%	77 18%	92 22%	46 18%	28 19%
Car or transport (e.g. train fares)	209 13%	112 13%	97 12%	13 13%	16 6%	30 9%	39 12%	53 19%	58 15%	29 8%	71 16%	56 11%	44 13%	38 10%	49 12%	58 13%	45 11%	43 17%	13 9%
Mortgage / rent	184 11%	97 11%	87 11%	13 13%	39 16%	54 16%	46 15%	20 7%	11 3%	53 15%	39 9%	57 11%	46 14%	42 11%	49 12%	47 11%	43 10%	19 7%	26 17%
Debts or repayments (e.g. on a credit card or bank loan)	128 8%	62 7%	66 8%	6 6%	28 11%	32 10%	20 6%	21 8%	21 5%	34 10%	32 7%	34 7%	22 7%	40 10%	28 7%	39 9%	35 8%	13 5%	13 8%
Water	83 5%	39 4%	44 6%	3 3%	16 6%	16 5%	13 4%	12 4%	23 6%	19 5%	23 5%	20 4%	24 7%	17 4%	21 5%	22 5%	26 6%	14 6%	- -
Holidays	45 3%	22 3%	23 3%	2 2%	6 2%	9 3%	9 3%	5 2%	14 3%	8 2%	13 3%	16 3%	8 2%	8 2%	11 3%	10 2%	11 3%	5 2%	8 5%
Telephone (mobile or landline)	29 2%	11 1%	18 2%	2 2%	6 2%	4 1%	2 1%	7 3%	8 2%	8 2%	9 2%	5 1%	5 1%	11 3%	9 2%	8 2%	3 1%	4 1%	5 4%
Going out (e.g. to the cinema, restaurants or bars)	20 1%	12 1%	8 1%	2 2%	3 1%	4 1%	4 1%	3 1%	4 1%	5 1%	8 2%	5 1%	3 1%	5 1%	9 2%	5 1%	3 1%	1 1%	1 1%
Clothes	20 1%	6 1%	13 2%	5 5%	5 2%	1 *	5 2%	- -	4 1%	10 3%	5 1%	6 1%	5 2%	4 1%	7 2%	4 1%	5 1%	2 1%	2 1%
None of the above	305 18%	177 20%	128 16%	6 6%	32 13%	53 16%	52 16%	52 19%	109 28%	38 11%	85 20%	95 19%	66 19%	59 15%	86 21%	79 18%	69 16%	45 18%	27 18%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 10

Q3. Thinking about all of your day to day costs, which of the following, if any, are you SECOND MOST concerned about?

Base: All respondents responsible for paying bills

	Working status			Children						Social Media On Any Device							
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
Food	334 20%	107 14%	36 18%	191 26%	92 20%	30 20%	36 18%	44 25%	19 18%	237 20%	226 20%	72 20%	21 18%	30 16%	1 6%	42 19%	87 20%
Energy	312 19%	157 21%	39 20%	116 16%	86 18%	32 21%	42 21%	29 16%	13 12%	226 19%	230 20%	74 21%	24 20%	34 18%	10 41%	58 26%	65 15%
Car or transport (e.g. train fares)	209 13%	89 12%	23 12%	97 13%	49 11%	10 6%	20 10%	19 10%	17 16%	157 13%	148 13%	45 13%	8 7%	28 15%	2 7%	16 7%	47 11%
Mortgage / rent	184 11%	123 17%	23 12%	38 5%	74 16%	31 20%	34 17%	21 12%	14 13%	110 9%	127 11%	59 17%	17 15%	26 14%	1 3%	33 15%	43 10%
Debts or repayments (e.g. on a credit card or bank loan)	128 8%	62 8%	16 8%	50 7%	47 10%	9 6%	25 12%	19 11%	13 13%	78 7%	92 8%	29 8%	15 13%	14 7%	3 13%	19 9%	28 6%
Water	83 5%	35 5%	12 6%	37 5%	20 4%	8 5%	8 4%	14 8%	3 3%	63 5%	49 4%	9 3%	13 12%	8 4%	4 16%	9 4%	27 6%
Holidays	45 3%	16 2%	5 3%	24 3%	14 3%	4 3%	7 3%	5 3%	2 2%	31 3%	30 3%	7 2%	3 3%	9 5%	-	5 2%	13 3%
Telephone (mobile or landline)	29 2%	6 1%	4 2%	20 3%	3 1%	1 1%	1 *	1 *	1 1%	27 2%	22 2%	6 2%	1 1%	5 2%	3 12%	3 1%	6 1%
Going out (e.g. to the cinema, restaurants or bars)	20 1%	5 1%	7 3%	8 1%	7 1%	6 4%	1 1%	2 1%	-	13 1%	16 1%	5 1%	1 1%	2 1%	-	6 3%	3 1%
Clothes	20 1%	6 1%	7 3%	7 1%	9 2%	5 3%	2 1%	5 3%	2 2%	11 1%	17 2%	7 2%	3 3%	5 3%	-	5 3%	1 *
None of the above	305 18%	131 18%	25 13%	149 20%	67 14%	17 11%	26 13%	21 12%	23 21%	234 20%	169 15%	42 12%	11 9%	28 15%	1 3%	23 10%	123 28%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 11

Q3. Thinking about all of your day to day costs, which of the following, if any, are you SECOND MOST concerned about?

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
Food	334 20%	137 25%	83 14%	49 22%	26 26%	38 20%	247 20%	11 19%	25 22%	162 20%	75 21%	97 20%	38 18%	30 18%	65 17%	162 23%	30 24%	68 18%	132 18%	294 20%
Energy	312 19%	61 11%	140 24%	44 20%	16 16%	47 24%	221 18%	12 22%	23 21%	135 16%	69 20%	107 22%	47 22%	37 22%	72 19%	124 17%	24 19%	84 22%	156 21%	280 19%
Car or transport (e.g. train fares)	209 13%	94 17%	62 11%	21 9%	11 11%	20 10%	152 12%	7 13%	14 13%	95 11%	45 13%	70 14%	33 16%	22 13%	49 13%	91 13%	6 5%	55 14%	103 14%	194 13%
Mortgage / rent	184 11%	6 1%	100 17%	28 12%	18 17%	32 17%	139 11%	6 10%	7 6%	93 11%	41 12%	51 10%	15 7%	21 13%	46 12%	78 11%	15 12%	36 10%	83 11%	161 11%
Debts or repayments (e.g. on a credit card or bank loan)	128 8%	17 3%	60 10%	28 12%	8 8%	15 8%	96 8%	6 11%	9 8%	69 8%	24 7%	35 7%	10 5%	22 13%	31 8%	52 7%	7 5%	32 9%	63 8%	115 8%
Water	83 5%	40 7%	22 4%	11 5%	3 3%	7 4%	61 5%	5 9%	8 7%	35 4%	16 5%	32 6%	12 6%	10 6%	18 5%	35 5%	2 2%	22 6%	39 5%	75 5%
Holidays	45 3%	21 4%	11 2%	6 3%	3 3%	4 2%	30 2%	1 1%	7 6%	22 3%	11 3%	12 2%	8 4%	5 3%	11 3%	14 2%	5 4%	14 4%	25 3%	39 3%
Telephone (mobile or landline)	29 2%	13 2%	3 *	8 3%	1 1%	4 2%	25 2%	- -	1 1%	16 2%	3 1%	10 2%	2 1%	1 *	5 1%	14 2%	4 3%	2 1%	7 1%	21 1%
Going out (e.g. to the cinema, restaurants or bars)	20 1%	5 1%	11 2%	3 1%	1 1%	1 1%	14 1%	- -	3 3%	10 1%	4 1%	6 1%	4 2%	3 2%	3 1%	7 1%	1 1%	8 2%	10 1%	17 1%
Clothes	20 1%	6 1%	5 1%	4 2%	1 1%	3 2%	14 1%	- -	1 1%	15 2%	3 1%	2 *	2 1%	2 1%	2 1%	8 1%	3 3%	4 1%	6 1%	14 1%
None of the above	305 18%	152 28%	92 16%	24 11%	14 14%	23 12%	229 19%	7 13%	16 14%	175 21%	58 17%	72 14%	38 18%	16 9%	75 20%	134 19%	28 23%	54 14%	129 17%	263 18%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 12

Q3. Thinking about all of your day to day costs, which of the following, if any, are you THIRD MOST concerned about?

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
Food	297 18%	136 15%	161 20%	20 20%	53 21%	48 14%	62 20%	44 16%	69 17%	73 21%	73 17%	69 14%	70 21%	86 22%	72 18%	75 17%	65 15%	54 21%	31 21%
Car or transport (e.g. train fares)	240 14%	116 13%	123 16%	16 16%	42 17%	37 11%	36 11%	48 18%	61 15%	58 17%	64 15%	79 16%	50 15%	46 12%	52 13%	90 21%	48 11%	38 15%	12 8%
Energy	172 10%	90 10%	82 10%	9 9%	27 11%	52 16%	39 12%	24 9%	20 5%	36 10%	45 10%	56 11%	32 10%	38 10%	35 8%	48 11%	50 12%	25 10%	15 10%
Mortgage / rent	131 8%	81 9%	49 6%	10 10%	24 10%	39 12%	20 6%	23 8%	15 4%	34 10%	27 6%	43 9%	26 8%	34 9%	30 7%	30 7%	37 9%	23 9%	10 6%
Water	116 7%	62 7%	54 7%	3 3%	15 6%	16 5%	23 7%	22 8%	37 9%	18 5%	33 8%	33 7%	26 8%	24 6%	26 6%	22 5%	42 10%	24 10%	1 1%
Debts or repayments (e.g. on a credit card or bank loan)	91 5%	54 6%	38 5%	6 6%	15 6%	29 9%	22 7%	10 4%	9 2%	21 6%	20 5%	36 7%	11 3%	24 6%	22 5%	15 3%	30 7%	12 5%	14 9%
Holidays	84 5%	48 5%	36 5%	5 5%	7 3%	15 4%	14 4%	19 7%	24 6%	12 3%	29 7%	23 5%	19 6%	12 3%	22 5%	22 5%	22 5%	7 3%	11 7%
Telephone (mobile or landline)	76 5%	40 5%	36 5%	8 8%	4 2%	12 4%	15 5%	15 5%	22 5%	12 4%	20 5%	15 3%	13 4%	28 7%	22 5%	17 4%	11 3%	10 4%	15 10%
Going out (e.g. to the cinema, restaurants or bars)	61 4%	32 4%	29 4%	9 9%	9 4%	10 3%	12 4%	8 3%	12 3%	18 5%	13 3%	28 6%	9 3%	11 3%	20 5%	7 2%	20 5%	7 3%	7 5%
Clothes	29 2%	12 1%	16 2%	6 6%	4 2%	5 1%	8 2%	1 *	5 1%	10 3%	10 2%	9 2%	5 1%	6 1%	8 2%	6 1%	10 2%	5 2%	1 1%
None of the above	373 22%	210 24%	163 21%	7 7%	50 20%	69 21%	65 21%	58 21%	124 31%	57 16%	98 23%	116 23%	77 23%	83 21%	99 24%	100 23%	91 21%	49 19%	35 23%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 12

Q3. Thinking about all of your day to day costs, which of the following, if any, are you THIRD MOST concerned about?

Base: All respondents responsible for paying bills

	Working status			Children						Social Media On Any Device							
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
Food	297 18%	118 16%	48 24%	132 18%	82 18%	24 16%	37 18%	29 16%	18 17%	214 18%	215 19%	60 17%	19 17%	29 15%	3 11%	40 18%	69 16%
Car or transport (e.g. train fares)	240 14%	106 14%	28 14%	106 14%	62 13%	21 14%	28 14%	23 13%	14 14%	174 15%	166 15%	41 12%	13 11%	31 16%	4 17%	38 17%	58 13%
Energy	172 10%	93 13%	17 9%	62 8%	70 15%	20 13%	34 17%	33 19%	16 15%	101 8%	106 9%	40 11%	15 13%	20 10%	-	19 9%	54 12%
Mortgage / rent	131 8%	75 10%	15 8%	41 6%	45 10%	22 14%	21 11%	15 9%	5 4%	84 7%	103 9%	36 10%	15 13%	21 11%	9 36%	24 11%	19 4%
Water	116 7%	37 5%	16 8%	63 8%	23 5%	7 4%	9 5%	10 6%	4 4%	92 8%	75 7%	25 7%	7 6%	9 5%	-	11 5%	30 7%
Debts or repayments (e.g. on a credit card or bank loan)	91 5%	49 7%	9 5%	33 4%	30 6%	7 5%	16 8%	10 6%	6 6%	60 5%	66 6%	34 10%	7 6%	18 9%	4 17%	23 11%	14 3%
Holidays	84 5%	30 4%	11 6%	42 6%	20 4%	8 5%	6 3%	10 6%	5 5%	64 5%	61 5%	18 5%	5 4%	10 5%	-	10 4%	19 4%
Telephone (mobile or landline)	76 5%	23 3%	9 5%	43 6%	13 3%	5 3%	5 3%	3 2%	2 2%	63 5%	52 5%	18 5%	9 8%	5 3%	2 7%	12 6%	21 5%
Going out (e.g. to the cinema, restaurants or bars)	61 4%	31 4%	9 5%	22 3%	16 3%	4 3%	4 2%	7 4%	5 5%	45 4%	49 4%	17 5%	2 2%	6 3%	-	6 3%	9 2%
Clothes	29 2%	13 2%	6 3%	10 1%	14 3%	6 4%	5 2%	7 4%	2 2%	15 1%	23 2%	7 2%	6 5%	3 2%	2 9%	4 2%	4 1%
None of the above	373 22%	162 22%	28 14%	183 25%	91 20%	30 20%	36 18%	31 17%	29 27%	278 23%	210 19%	57 16%	17 15%	36 19%	1 3%	33 15%	146 33%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 13

Q3. Thinking about all of your day to day costs, which of the following, if any, are you THIRD MOST concerned about?

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
Food	297 18%	93 17%	97 17%	44 20%	16 16%	44 23%	207 17%	14 25%	21 18%	146 18%	45 13%	106 22%	28 13%	34 20%	73 19%	123 17%	20 16%	62 16%	134 18%	257 17%
Car or transport (e.g. train fares)	240 14%	90 16%	90 15%	24 11%	12 12%	21 11%	181 15%	7 13%	16 14%	99 12%	67 19%	73 15%	30 14%	19 11%	44 12%	117 16%	21 17%	49 13%	93 12%	211 14%
Energy	172 10%	29 5%	77 13%	26 11%	13 12%	28 14%	131 11%	5 10%	8 7%	93 11%	35 10%	43 9%	22 10%	22 13%	42 11%	69 10%	7 5%	44 12%	86 11%	155 11%
Mortgage / rent	131 8%	10 2%	65 11%	28 12%	7 7%	21 11%	96 8%	5 10%	8 8%	57 7%	26 7%	48 10%	29 14%	12 7%	29 8%	49 7%	7 6%	41 11%	70 9%	119 8%
Water	116 7%	54 10%	30 5%	11 5%	8 8%	13 7%	85 7%	5 10%	10 9%	51 6%	27 8%	39 8%	12 6%	10 6%	20 5%	58 8%	11 9%	22 6%	42 6%	100 7%
Debts or repayments (e.g. on a credit card or bank loan)	91 5%	12 2%	49 8%	11 5%	8 8%	12 6%	69 6%	2 4%	9 8%	46 6%	19 6%	26 5%	16 7%	10 6%	24 6%	33 5%	6 5%	26 7%	50 7%	83 6%
Holidays	84 5%	34 6%	29 5%	10 4%	1 1%	10 5%	63 5%	2 4%	5 5%	47 6%	15 4%	21 4%	8 4%	10 6%	24 6%	32 4%	8 6%	19 5%	42 6%	74 5%
Telephone (mobile or landline)	76 5%	29 5%	15 2%	19 9%	5 5%	7 4%	62 5%	1 1%	3 3%	38 5%	13 4%	24 5%	6 3%	16 9%	12 3%	37 5%	4 3%	21 6%	33 4%	70 5%
Going out (e.g. to the cinema, restaurants or bars)	61 4%	22 4%	14 2%	11 5%	4 4%	10 5%	33 3%	2 4%	7 6%	29 3%	16 5%	16 3%	9 4%	9 5%	13 3%	20 3%	8 7%	18 5%	31 4%	51 3%
Clothes	29 2%	12 2%	5 1%	2 1%	6 6%	3 2%	21 2%	* 1%	2 2%	12 2%	9 3%	7 1%	5 3%	3 2%	6 2%	11 2%	1 1%	8 2%	15 2%	26 2%
None of the above	373 22%	166 30%	120 20%	40 18%	21 21%	26 13%	281 23%	10 18%	24 21%	208 25%	76 22%	90 18%	44 21%	23 14%	91 24%	169 23%	32 25%	68 18%	159 21%	328 22%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 14

Q3. Thinking about all of your day to day costs, which of the following, if any, are you MOST/SECOND MOST/THIRD MOST concerned about?

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
Energy	1126 67%	606 69%	520 66%	49 49%	140 56%	216 65%	226 71%	218 80%	277 70%	189 54%	291 67%	335 66%	236 70%	264 67%	229 56%	299 69%	310 73%	178 70%	109 72%
Food	794 48%	392 44%	402 51%	62 63%	118 47%	141 42%	151 48%	123 45%	199 50%	180 52%	183 42%	226 44%	157 47%	228 58%	191 47%	192 44%	198 47%	136 53%	77 51%
Mortgage / rent	587 35%	324 37%	263 33%	46 46%	134 53%	179 54%	127 40%	66 24%	36 9%	179 51%	134 31%	196 39%	116 34%	142 36%	141 35%	147 34%	160 38%	82 32%	58 38%
Car or transport (e.g. train fares)	564 34%	289 33%	275 35%	37 38%	75 30%	99 30%	97 31%	116 43%	139 35%	112 32%	171 39%	167 33%	124 37%	103 26%	130 32%	178 41%	126 30%	96 38%	33 22%
Debts or repayments (e.g. on a credit card or bank loan)	375 22%	183 21%	191 24%	24 25%	82 33%	97 29%	77 24%	47 17%	47 12%	107 31%	81 19%	132 26%	60 18%	102 26%	91 22%	96 22%	96 23%	49 19%	42 28%
Water	222 13%	111 13%	111 14%	10 10%	37 15%	37 11%	39 12%	37 13%	63 16%	46 13%	60 14%	57 11%	55 16%	50 13%	54 13%	48 11%	76 18%	42 17%	2 1%
Holidays	173 10%	90 10%	83 11%	9 9%	19 8%	32 9%	35 11%	30 11%	49 12%	28 8%	60 14%	50 10%	33 10%	31 8%	49 12%	47 11%	40 10%	17 7%	19 13%
Telephone (mobile or landline)	116 7%	56 6%	60 8%	10 11%	15 6%	17 5%	19 6%	22 8%	33 8%	25 7%	29 7%	24 5%	21 6%	41 11%	37 9%	26 6%	19 4%	14 5%	20 13%
Going out (e.g. to the cinema, restaurants or bars)	93 6%	48 5%	45 6%	13 14%	17 7%	17 5%	17 6%	11 4%	17 4%	30 9%	26 6%	37 7%	11 3%	18 5%	33 8%	14 3%	26 6%	10 4%	10 7%
Clothes	66 4%	29 3%	37 5%	19 20%	11 4%	11 3%	14 4%	2 1%	9 2%	31 9%	17 4%	22 4%	11 3%	15 4%	19 5%	18 4%	16 4%	10 4%	3 2%
None of the above	213 13%	130 15%	83 11%	4 4%	20 8%	34 10%	33 10%	33 12%	89 22%	24 7%	64 15%	65 13%	45 13%	39 10%	62 15%	53 12%	47 11%	34 13%	18 12%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 14

Q3. Thinking about all of your day to day costs, which of the following, if any, are you MOST/SECOND MOST/THIRD MOST concerned about?

Base: All respondents responsible for paying bills

	Working status			Children						Social Media On Any Device							
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
Energy	1126 67%	472 64%	135 69%	520 71%	292 63%	82 54%	129 64%	127 71%	69 64%	826 69%	755 67%	237 67%	83 72%	117 62%	15 60%	131 60%	293 66%
Food	794 48%	281 38%	109 56%	404 55%	223 48%	68 44%	100 50%	95 53%	52 48%	565 48%	556 49%	162 46%	52 45%	72 38%	7 28%	97 44%	197 44%
Mortgage / rent	587 35%	376 51%	67 34%	144 20%	220 47%	87 57%	99 49%	73 41%	39 36%	362 30%	428 38%	172 49%	59 51%	87 46%	15 62%	105 48%	117 26%
Car or transport (e.g. train fares)	564 34%	253 34%	67 34%	244 33%	150 32%	44 28%	64 31%	58 33%	40 38%	408 34%	390 35%	114 32%	26 22%	74 39%	9 38%	75 34%	140 32%
Debts or repayments (e.g. on a credit card or bank loan)	375 22%	202 27%	47 24%	126 17%	130 28%	46 30%	67 33%	40 22%	22 21%	240 20%	280 25%	99 28%	30 26%	55 29%	9 36%	82 38%	68 15%
Water	222 13%	81 11%	29 15%	112 15%	52 11%	20 13%	19 10%	26 15%	7 7%	169 14%	141 13%	42 12%	23 20%	20 10%	5 19%	26 12%	59 13%
Holidays	173 10%	62 8%	21 11%	90 12%	50 11%	16 11%	18 9%	25 14%	11 10%	123 10%	123 11%	33 9%	12 11%	24 13%	-	19 9%	43 10%
Telephone (mobile or landline)	116 7%	34 5%	13 7%	69 9%	18 4%	6 4%	7 3%	6 3%	4 4%	98 8%	83 7%	26 7%	10 9%	11 6%	5 19%	19 8%	29 7%
Going out (e.g. to the cinema, restaurants or bars)	93 6%	46 6%	16 8%	31 4%	25 5%	11 7%	5 3%	11 6%	5 5%	68 6%	76 7%	28 8%	6 5%	13 7%	-	16 7%	13 3%
Clothes	66 4%	30 4%	12 6%	24 3%	36 8%	21 13%	18 9%	13 7%	4 4%	30 2%	53 5%	19 5%	13 11%	10 5%	8 34%	19 9%	7 2%
None of the above	213 13%	80 11%	17 8%	116 16%	44 9%	11 7%	18 9%	10 6%	16 15%	165 14%	110 10%	30 8%	6 5%	18 10%	-	13 6%	93 21%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 15

Q3. Thinking about all of your day to day costs, which of the following, if any, are you MOST/SECOND MOST/THIRD MOST concerned about?

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
Energy	1126	388	390	151	63	127	839	37	82	506	248	373	146	114	250	494	77	260	510	1005
	67%	70%	66%	67%	63%	65%	68%	68%	73%	61%	71%	75%	70%	68%	66%	69%	61%	69%	68%	68%
Food	794	269	227	134	62	100	570	30	53	396	152	246	83	79	171	360	59	162	333	693
	48%	49%	39%	59%	61%	51%	46%	55%	47%	48%	44%	50%	40%	47%	45%	50%	47%	43%	44%	47%
Mortgage / rent	587	25	324	86	37	113	438	19	31	282	123	182	72	82	146	219	46	153	299	518
	35%	5%	55%	38%	36%	58%	36%	35%	27%	34%	35%	37%	34%	49%	39%	30%	37%	41%	40%	35%
Car or transport (e.g. train fares)	564	230	192	53	29	54	405	20	40	259	138	167	84	58	120	243	38	143	262	505
	34%	42%	33%	24%	29%	28%	33%	36%	35%	31%	40%	34%	40%	35%	32%	34%	30%	38%	35%	34%
Debts or repayments (e.g. on a credit card or bank loan)	375	44	178	73	27	51	284	11	26	211	71	93	41	39	89	167	26	81	169	336
	22%	8%	30%	32%	27%	26%	23%	21%	23%	25%	20%	19%	20%	23%	23%	23%	21%	21%	22%	23%
Water	222	98	60	25	15	23	161	12	20	95	50	78	29	23	42	103	15	52	94	197
	13%	18%	10%	11%	14%	12%	13%	22%	18%	11%	14%	16%	14%	14%	11%	14%	12%	14%	13%	13%
Holidays	173	72	56	20	6	19	126	5	14	87	36	50	28	20	46	62	13	48	93	155
	10%	13%	10%	9%	5%	10%	10%	10%	13%	11%	10%	10%	13%	12%	12%	9%	11%	13%	12%	11%
Telephone (mobile or landline)	116	46	22	27	7	12	94	2	5	62	17	38	9	16	20	56	9	25	45	101
	7%	8%	4%	12%	7%	6%	8%	3%	5%	7%	5%	8%	4%	10%	5%	8%	7%	7%	6%	7%
Going out (e.g. to the cinema, restaurants or bars)	93	29	31	14	4	15	56	3	10	46	23	24	16	13	19	34	9	28	47	81
	6%	5%	5%	6%	4%	8%	5%	6%	9%	6%	7%	5%	7%	7%	5%	5%	7%	7%	6%	5%
Clothes	66	22	14	13	7	8	41	2	5	34	13	19	13	10	12	23	4	23	35	58
	4%	4%	2%	6%	7%	4%	3%	3%	4%	4%	4%	4%	6%	6%	3%	3%	3%	6%	5%	4%
None of the above	213	114	58	18	11	13	158	6	12	121	41	51	24	10	52	95	21	34	87	182
	13%	21%	10%	8%	11%	7%	13%	10%	11%	15%	12%	10%	12%	6%	14%	13%	17%	9%	11%	12%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 16

**Q4. Please rank the following options in order of how much you trust them
- the type of organisation you trust the MOST**

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	827 50%	397 45%	430 55%	54 54%	128 51%	150 45%	159 50%	147 54%	189 47%	182 52%	185 43%	266 52%	191 56%	185 47%	212 52%	220 51%	218 51%	103 41%	74 49%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecolectricity, Good Energy)	494 30%	286 32%	208 26%	28 28%	67 27%	90 27%	98 31%	73 27%	137 34%	95 27%	151 35%	141 28%	78 23%	123 31%	114 28%	121 28%	123 29%	94 37%	42 28%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	349 21%	198 23%	150 19%	17 17%	55 22%	94 28%	60 19%	51 19%	72 18%	72 21%	97 22%	100 20%	69 20%	83 21%	81 20%	92 21%	84 20%	57 22%	35 23%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 16

**Q4. Please rank the following options in order of how much you trust them
- the type of organisation you trust the MOST**

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	827 50%	350 47%	111 57%	366 50%	228 49%	79 52%	103 51%	86 48%	53 49%	596 50%	584 52%	158 45%	51 44%	86 46%	8 32%	112 51%	209 47%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	494 30%	211 29%	57 29%	226 31%	117 25%	38 25%	51 25%	44 25%	30 28%	369 31%	322 29%	107 30%	31 27%	58 31%	8 33%	55 25%	139 31%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	349 21%	177 24%	28 14%	144 20%	121 26%	36 23%	49 24%	48 27%	24 23%	223 19%	219 19%	89 25%	34 29%	45 24%	8 35%	52 24%	95 21%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 17

**Q4. Please rank the following options in order of how much you trust them
- the type of organisation you trust the MOST**

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Superm arket	Indepe ndent	Big Six	Superm arket	Indepe ndent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my curren t suppli er	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	827	284	268	120	63	89	673	10	12	827	-	-	91	69	160	408	65	160	321	729
	50%	52%	46%	53%	62%	46%	55%	18%	11%	100%	-	-	44%	41%	43%	57%	52%	43%	43%	49%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	494	161	172	65	25	68	318	7	87	-	-	494	71	57	134	174	40	128	262	436
	30%	29%	29%	29%	25%	35%	26%	12%	77%	-	-	100%	34%	34%	36%	24%	32%	34%	35%	30%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	349	106	148	40	13	38	238	37	13	-	349	-	47	42	82	138	20	89	171	308
	21%	19%	25%	18%	13%	20%	19%	69%	11%	-	100%	-	22%	25%	22%	19%	16%	24%	23%	21%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 18

**Q4. Please rank the following options in order of how much you trust them
- the type of organisation you trust the SECOND MOST**

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	897 54%	463 52%	434 55%	44 45%	136 54%	182 54%	171 54%	154 57%	210 53%	180 52%	222 51%	280 55%	190 56%	204 52%	218 54%	228 53%	228 54%	145 57%	79 52%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	464 28%	252 29%	212 27%	28 28%	66 26%	84 25%	96 30%	73 27%	116 29%	94 27%	120 28%	129 25%	99 29%	116 30%	104 26%	127 29%	123 29%	61 24%	49 32%
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	309 19%	167 19%	142 18%	27 27%	48 19%	68 20%	50 16%	45 17%	71 18%	75 22%	91 21%	98 19%	49 14%	71 18%	85 21%	78 18%	74 17%	48 19%	24 16%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 18

**Q4. Please rank the following options in order of how much you trust them
- the type of organisation you trust the SECOND MOST**

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Facebook/Facebook Places	Twitter	Google+ Google Latitude	LinkedIn	MySpace	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	897 54%	369 50%	115 59%	412 56%	241 52%	78 51%	113 56%	92 52%	63 59%	649 55%	616 55%	188 53%	58 50%	101 53%	8 33%	108 49%	235 53%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	464 28%	222 30%	47 24%	194 26%	124 27%	46 30%	54 27%	44 25%	27 25%	333 28%	304 27%	88 25%	33 28%	51 27%	4 15%	68 31%	126 28%
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	309 19%	146 20%	33 17%	131 18%	101 22%	30 20%	35 17%	42 23%	17 16%	206 17%	204 18%	78 22%	26 22%	37 20%	13 52%	43 19%	82 18%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 19

Q4. Please rank the following options in order of how much you trust them

- the type of organisation you trust the SECOND MOST

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Superm arket	Indepe ndent	Big Six	Superm arket	Indepe ndent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my curren t suppli er	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	897 54%	311 56%	291 49%	138 61%	53 53%	101 52%	661 54%	16 29%	82 73%	538 65%	- -	359 73%	121 58%	86 51%	205 54%	387 54%	62 50%	207 55%	412 55%	799 54%
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	464 28%	144 26%	176 30%	52 23%	33 33%	57 29%	339 28%	21 38%	12 11%	289 35%	174 50%	- -	51 25%	39 23%	103 27%	218 30%	37 30%	91 24%	194 26%	412 28%
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	309 19%	97 18%	122 21%	37 16%	15 15%	37 19%	228 19%	18 33%	19 17%	- -	174 50%	135 27%	36 17%	43 25%	68 18%	115 16%	26 20%	79 21%	148 20%	263 18%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 20

**Q4. Please rank the following options in order of how much you trust them
- the type of organisation you trust the LEAST**

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecolectricity, Good Energy)	712 43%	344 39%	368 47%	43 43%	117 47%	160 48%	122 39%	125 46%	144 36%	160 46%	162 37%	237 47%	160 47%	152 39%	188 46%	185 43%	179 42%	99 39%	60 40%
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	533 32%	317 36%	216 27%	19 19%	74 30%	116 35%	108 34%	79 29%	138 35%	93 26%	157 36%	144 28%	98 29%	135 34%	110 27%	135 31%	132 31%	102 40%	54 36%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	424 25%	221 25%	203 26%	38 38%	59 24%	59 18%	87 27%	67 25%	115 29%	97 28%	114 26%	126 25%	79 23%	104 27%	108 27%	113 26%	113 27%	53 21%	37 25%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 20

**Q4. Please rank the following options in order of how much you trust them
- the type of organisation you trust the LEAST**

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	712 43%	304 41%	91 47%	316 43%	225 48%	69 45%	97 48%	90 51%	50 47%	486 41%	498 44%	159 45%	52 45%	80 43%	12 52%	96 44%	178 40%
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	533 32%	242 33%	52 27%	240 33%	137 29%	44 29%	64 32%	51 28%	37 34%	386 33%	337 30%	118 33%	40 34%	65 35%	4 15%	64 29%	152 34%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	424 25%	191 26%	52 27%	181 25%	103 22%	40 26%	41 20%	38 21%	20 19%	316 27%	290 26%	77 22%	24 21%	43 23%	8 33%	59 27%	113 25%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 21

Q4. Please rank the following options in order of how much you trust them

- the type of organisation you trust the LEAST

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Superm arket	Indepe ndent	Big Six	Superm arket	Indepe ndent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my curren t suppli er	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
A non 'Big Six' energy company i.e. an independent energy supply company (e.g. Green Energy, Ecotricity, Good Energy)	712 43%	247 45%	241 41%	109 48%	43 42%	70 36%	572 47%	27 49%	13 12%	538 65%	174 50%	-	87 42%	71 43%	139 37%	328 46%	48 38%	158 42%	298 39%	626 42%
A 'Big Six' energy supplier (e.g. British Gas, EDF Energy)	533 32%	170 31%	198 34%	69 31%	24 24%	69 36%	327 27%	26 49%	81 72%	-	174 50%	359 73%	81 39%	56 33%	148 39%	196 27%	35 28%	137 36%	286 38%	482 33%
A supermarket brand energy supplier (e.g. M&S Energy, Sainsbury's Energy)	424 25%	135 24%	149 25%	48 21%	35 34%	55 28%	329 27%	1 2%	18 16%	289 35%	-	135 27%	41 19%	41 24%	90 24%	195 27%	43 34%	81 22%	171 23%	366 25%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 22

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Summary table

Base: All respondents responsible for paying bills

	Provides information that is clear and easy to understand	Looks and acts in a way that is not too "corporate"	Listens to what customers have to say	Displays an ethical attitude (e.g. investing in communities and looking after their staff)	Focuses on providing good customer service	Is an independent energy supplier, not one of the 'Big Six'	Provides energy from renewable sources as much as possible	Has competitive prices	Is part owned by its customers (e.g. customers are offered free shares in the company)
Unweighted base	1732	1732	1732	1732	1732	1732	1732	1732	1732
Weighted base	1669	1669	1669	1669	1669	1669	1669	1669	1669
NET: Important	1540 92%	880 53%	1526 91%	1197 72%	1512 91%	531 32%	1175 70%	1574 94%	697 42%
Very important (4)	1041 62%	286 17%	932 56%	443 27%	935 56%	176 11%	452 27%	1322 79%	213 13%
Fairly important (3)	500 30%	594 36%	594 36%	754 45%	578 35%	354 21%	722 43%	252 15%	484 29%
Fairly unimportant (2)	63 4%	496 30%	76 5%	297 18%	85 5%	723 43%	313 19%	39 2%	580 35%
Very unimportant (1)	31 2%	122 7%	26 2%	76 5%	29 2%	219 13%	98 6%	24 1%	178 11%
NET: Unimportant	94 6%	618 37%	102 6%	374 22%	113 7%	942 56%	410 25%	64 4%	759 45%
Don't know	35 2%	171 10%	41 2%	99 6%	43 3%	196 12%	84 5%	32 2%	213 13%
Mean	3.56	2.70	3.49	3.00	3.49	2.33	2.96	3.75	2.50
Standard deviation	0.66	0.87	0.66	0.82	0.68	0.87	0.85	0.57	0.89
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 23

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Provides information that is clear and easy to understand

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1540	804	736	88	222	306	287	261	378	309	401	470	307	362	384	402	380	236	139
	92%	91%	94%	88%	89%	91%	91%	96%	95%	89%	93%	93%	91%	92%	95%	93%	89%	93%	92%
Very important	(4) 1041	506	535	49	122	192	190	202	287	171	268	284	222	267	241	253	272	164	110
	62%	57%	68%	49%	49%	57%	60%	74%	72%	49%	62%	56%	66%	68%	59%	58%	64%	65%	73%
Fairly important	(3) 500	298	201	39	100	113	97	59	91	139	133	187	85	95	143	149	107	71	29
	30%	34%	26%	39%	40%	34%	31%	22%	23%	40%	31%	37%	25%	24%	35%	34%	25%	28%	19%
Fairly unimportant	(2) 63	45	18	7	12	20	15	5	4	19	19	20	14	10	14	14	21	9	6
	4%	5%	2%	7%	5%	6%	5%	2%	1%	5%	4%	4%	4%	3%	3%	3%	5%	3%	4%
Very unimportant	(1) 31	19	11	-	2	5	12	3	10	2	6	5	12	7	5	10	10	6	1
	2%	2%	1%	-	1%	1%	4%	1%	2%	1%	1%	1%	4%	2%	1%	2%	2%	2%	1%
NET: Unimportant	94	64	30	7	14	25	26	8	14	21	25	26	26	17	19	24	30	14	7
	6%	7%	4%	7%	5%	7%	8%	3%	4%	6%	6%	5%	8%	4%	5%	5%	7%	6%	5%
Don't know	35	14	21	4	15	4	4	3	5	19	7	11	4	13	4	8	15	4	5
	2%	2%	3%	4%	6%	1%	1%	1%	1%	5%	2%	2%	1%	3%	1%	2%	3%	2%	3%
Mean	3.56	3.49	3.65	3.44	3.45	3.49	3.49	3.71	3.67	3.45	3.55	3.51	3.55	3.64	3.54	3.52	3.57	3.58	3.70
Standard deviation	0.66	0.70	0.60	0.63	0.63	0.68	0.75	0.55	0.63	0.63	0.65	0.63	0.74	0.63	0.62	0.67	0.70	0.67	0.58
Standard error	0.02	0.02	0.02	0.08	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.03	0.05	0.03	0.03	0.03	0.04	0.05	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 23

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Provides information that is clear and easy to understand

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1540	666	185	689	419	136	179	167	101	1108	1037	321	100	176	20	196	410
	92%	90%	95%	93%	90%	89%	89%	93%	94%	93%	92%	91%	86%	93%	82%	90%	93%
Very important	(4) 1041	392	134	515	243	79	104	103	56	788	715	209	68	121	9	115	259
	62%	53%	68%	70%	52%	52%	51%	58%	52%	66%	64%	59%	59%	64%	39%	53%	58%
Fairly important	(3) 500	274	52	174	176	57	76	63	45	320	322	112	32	55	10	81	151
	30%	37%	26%	24%	38%	37%	37%	35%	42%	27%	29%	32%	28%	29%	43%	37%	34%
Fairly unimportant	(2) 63	42	6	15	26	8	14	10	4	37	46	17	9	8	2	15	15
	4%	6%	3%	2%	6%	5%	7%	6%	4%	3%	4%	5%	8%	4%	10%	7%	3%
Very unimportant	(1) 31	13	2	16	6	2	3	1	1	24	18	7	5	5	2	5	9
	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	5%	3%	9%	2%	2%
NET: Unimportant	94	54	8	32	33	10	18	11	4	61	64	23	15	12	4	20	24
	6%	7%	4%	4%	7%	6%	9%	6%	4%	5%	6%	7%	13%	7%	18%	9%	5%
Don't know	35	16	3	16	14	7	5	1	2	19	24	10	1	-	-	3	9
	2%	2%	1%	2%	3%	5%	3%	*	2%	2%	2%	3%	1%	-	-	1%	2%
Mean	3.56	3.45	3.64	3.65	3.45	3.46	3.42	3.51	3.48	3.60	3.57	3.52	3.42	3.55	3.12	3.42	3.52
Standard deviation	0.66	0.69	0.59	0.64	0.67	0.67	0.70	0.63	0.60	0.65	0.66	0.68	0.83	0.69	0.92	0.72	0.67
Standard error	0.02	0.03	0.04	0.02	0.03	0.06	0.05	0.05	0.06	0.02	0.02	0.04	0.08	0.05	0.23	0.05	0.03

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 24

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Provides information that is clear and easy to understand

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
NET: Important	1540	520	538	214	90	174	1143	47	103	760	323	457	191	156	346	672	113	347	693	1366
	92%	94%	91%	94%	88%	90%	93%	87%	92%	92%	93%	93%	92%	93%	92%	93%	90%	92%	92%	93%
Very important	(4) 1041	361	351	144	61	120	766	29	74	483	231	327	127	90	228	476	79	216	445	921
	62%	65%	60%	64%	60%	62%	62%	54%	66%	58%	66%	66%	61%	53%	61%	66%	63%	57%	59%	62%
Fairly important	(3) 500	158	187	70	29	54	377	18	29	278	91	131	65	66	118	197	34	131	248	445
	30%	29%	32%	31%	28%	28%	31%	33%	26%	34%	26%	26%	31%	39%	31%	27%	27%	35%	33%	30%
Fairly unimportant	(2) 63	13	31	5	5	9	37	5	6	33	12	18	6	9	16	27	4	16	32	59
	4%	2%	5%	2%	5%	5%	3%	10%	6%	4%	3%	4%	3%	5%	4%	4%	3%	4%	4%	4%
Very unimportant	(1) 31	14	8	2	3	3	23	1	3	14	8	9	4	-	5	15	4	4	9	25
	2%	3%	1%	1%	3%	2%	2%	1%	2%	2%	2%	2%	2%	-	1%	2%	4%	1%	1%	2%
NET: Unimportant	94	27	39	7	8	12	60	6	9	47	19	27	10	9	22	42	9	20	41	84
	6%	5%	7%	3%	8%	6%	5%	11%	8%	6%	6%	5%	5%	5%	6%	6%	7%	5%	5%	6%
Don't know	35	5	12	5	4	8	25	1	*	19	6	9	7	3	9	5	4	10	19	24
	2%	1%	2%	2%	3%	4%	2%	2%	*	2%	2%	2%	3%	2%	2%	1%	3%	3%	3%	2%
Mean	3.56	3.59	3.53	3.61	3.50	3.56	3.57	3.42	3.56	3.52	3.60	3.60	3.56	3.49	3.55	3.59	3.54	3.53	3.54	3.56
Standard deviation	0.66	0.67	0.66	0.59	0.75	0.67	0.65	0.74	0.71	0.66	0.67	0.66	0.66	0.60	0.65	0.67	0.74	0.63	0.64	0.66
Standard error	0.02	0.03	0.03	0.05	0.06	0.04	0.02	0.09	0.06	0.02	0.04	0.03	0.04	0.05	0.03	0.02	0.06	0.03	0.02	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 25

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Looks and acts in a way that is not too "corporate"

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154	
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151	
NET: Important	880	463	417	41	129	177	155	153	225	170	219	254	195	212	205	232	225	132	85	
	53%	52%	53%	41%	52%	53%	49%	56%	57%	49%	51%	50%	58%	54%	51%	54%	53%	52%	56%	
Very important	(4)	286	149	137	11	37	54	59	43	82	49	69	72	64	81	60	78	69	50	29
		17%	17%	17%	11%	15%	16%	19%	16%	21%	14%	16%	14%	19%	21%	15%	18%	16%	20%	19%
Fairly important	(3)	594	314	280	29	92	124	95	110	143	121	150	182	130	131	145	154	156	82	56
		36%	36%	36%	29%	37%	37%	30%	41%	36%	35%	35%	36%	39%	33%	36%	36%	37%	32%	37%
Fairly unimportant	(2)	496	275	221	33	65	96	104	81	117	99	139	166	76	114	132	140	114	71	39
		30%	31%	28%	34%	26%	29%	33%	30%	29%	28%	32%	33%	23%	29%	33%	32%	27%	28%	26%
Very unimportant	(1)	122	75	47	4	19	32	32	11	25	22	41	34	29	19	36	20	37	18	12
		7%	9%	6%	4%	8%	10%	10%	4%	6%	6%	9%	7%	8%	5%	9%	5%	9%	7%	8%
NET: Unimportant		618	350	268	37	84	128	135	92	142	121	180	200	105	133	168	160	151	89	51
		37%	40%	34%	37%	34%	38%	43%	34%	36%	35%	42%	40%	31%	34%	41%	37%	36%	35%	33%
Don't know		171	69	102	22	37	29	27	26	31	58	34	53	38	46	33	41	49	33	16
		10%	8%	13%	22%	15%	9%	8%	10%	8%	17%	8%	10%	11%	12%	8%	9%	11%	13%	10%
Mean		2.70	2.66	2.74	2.62	2.69	2.65	2.63	2.75	2.77	2.67	2.62	2.64	2.77	2.80	2.62	2.74	2.68	2.74	2.75
Standard deviation		0.87	0.88	0.85	0.79	0.86	0.89	0.93	0.79	0.87	0.84	0.89	0.84	0.89	0.86	0.87	0.83	0.89	0.90	0.89
Standard error		0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.05	0.04	0.05	0.04	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.08

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 25

**Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Looks and acts in a way that is not too "corporate"**

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	880 53%	381 52%	106 54%	393 53%	242 52%	82 54%	115 57%	96 54%	48 45%	627 53%	567 50%	181 51%	60 51%	95 51%	18 76%	103 47%	254 57%
Very important	(4) 286 17%	102 14%	31 16%	153 21%	85 18%	30 19%	40 20%	39 22%	18 17%	193 16%	180 16%	58 16%	23 20%	31 16%	6 25%	33 15%	83 19%
Fairly important	(3) 594 36%	279 38%	75 39%	240 33%	157 34%	52 34%	75 37%	56 32%	30 28%	434 37%	388 34%	122 35%	37 32%	64 34%	12 51%	71 32%	172 39%
Fairly unimportant	(2) 496 30%	224 30%	59 30%	213 29%	127 27%	35 23%	55 27%	51 29%	37 34%	367 31%	347 31%	112 32%	35 31%	59 31%	2 10%	71 32%	124 28%
Very unimportant	(1) 122 7%	67 9%	14 7%	41 6%	39 8%	12 8%	16 8%	14 8%	9 8%	83 7%	81 7%	29 8%	18 16%	27 14%	3 14%	23 10%	32 7%
NET: Unimportant	618 37%	291 40%	73 37%	254 35%	166 36%	47 31%	71 35%	66 37%	45 43%	450 38%	428 38%	140 40%	54 46%	86 46%	6 24%	94 43%	156 35%
Don't know	171 10%	65 9%	17 8%	90 12%	58 12%	24 16%	16 8%	17 10%	13 12%	111 9%	130 12%	33 9%	3 3%	7 4%	-	22 10%	32 7%
Mean	2.70	2.62	2.69	2.78	2.71	2.77	2.74	2.75	2.62	2.68	2.67	2.65	2.57	2.55	2.86	2.57	2.74
Standard deviation	0.87	0.86	0.85	0.88	0.90	0.92	0.90	0.93	0.91	0.85	0.86	0.88	0.99	0.94	0.96	0.90	0.87
Standard error	0.02	0.03	0.05	0.03	0.04	0.08	0.07	0.07	0.10	0.03	0.03	0.05	0.09	0.07	0.24	0.06	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 26

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Looks and acts in a way that is not too “corporate”

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	880	306	285	123	59	102	633	33	63	405	195	280	109	93	189	386	61	202	391	777	
	53%	55%	48%	54%	58%	53%	52%	60%	56%	49%	56%	57%	52%	55%	50%	54%	48%	54%	52%	53%	
Very important	(4)	286	102	81	50	23	205	8	27	101	68	117	39	28	67	119	17	66	133	251	
		17%	19%	14%	22%	22%	14%	17%	15%	24%	12%	20%	24%	18%	16%	18%	16%	13%	18%	17%	
Fairly important	(3)	594	204	203	73	36	429	24	36	304	126	163	71	65	122	267	44	136	258	525	
		36%	37%	35%	32%	36%	38%	35%	45%	32%	37%	36%	33%	34%	39%	32%	37%	35%	36%	36%	
Fairly unimportant	(2)	496	164	196	57	26	53	369	16	36	260	102	134	62	59	119	212	36	121	240	452
		30%	30%	33%	25%	26%	27%	30%	30%	32%	31%	29%	27%	30%	35%	32%	29%	29%	32%	31%	
Very unimportant	(1)	122	36	59	8	7	13	94	1	9	65	21	36	16	10	28	55	11	26	54	109
		7%	7%	10%	4%	7%	7%	8%	2%	8%	8%	6%	7%	8%	6%	7%	8%	9%	7%	7%	
NET: Unimportant		618	201	254	65	33	66	463	18	44	325	123	170	78	69	147	267	47	147	294	560
		37%	36%	43%	29%	33%	34%	38%	32%	39%	39%	35%	34%	37%	41%	39%	37%	38%	39%	38%	
Don't know		171	45	49	39	10	27	132	4	5	97	30	44	22	6	41	67	18	28	70	136
		10%	8%	8%	17%	9%	14%	11%	8%	5%	12%	9%	9%	11%	4%	11%	9%	14%	7%	9%	
Mean		2.70	2.73	2.57	2.88	2.81	2.70	2.68	2.79	2.76	2.60	2.76	2.80	2.71	2.68	2.68	2.69	2.61	2.69	2.69	
Standard deviation		0.87	0.86	0.88	0.85	0.90	0.84	0.87	0.74	0.93	0.83	0.87	0.92	0.89	0.83	0.88	0.86	0.88	0.86	0.87	
Standard error		0.02	0.04	0.04	0.08	0.08	0.05	0.03	0.10	0.08	0.03	0.05	0.04	0.06	0.07	0.05	0.03	0.08	0.05	0.03	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 27

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Listens to what customers have to say

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154	
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151	
NET: Important	1526	796	729	89	217	306	285	255	373	306	393	470	305	358	378	394	381	233	139	
	91%	90%	93%	90%	87%	92%	90%	94%	94%	88%	91%	93%	90%	91%	93%	91%	90%	92%	92%	
Very important	(4)	932	443	489	44	101	175	180	164	268	145	233	267	190	243	220	239	228	143	102
		56%	50%	62%	45%	40%	52%	57%	60%	68%	42%	54%	53%	56%	62%	54%	55%	54%	56%	67%
Fairly important	(3)	594	353	241	45	116	131	106	91	105	160	203	116	115	158	156	153	90	37	
		36%	40%	31%	45%	47%	39%	33%	33%	26%	37%	40%	34%	29%	39%	36%	36%	35%	25%	
Fairly unimportant	(2)	76	53	23	4	14	19	18	11	10	30	20	13	14	18	24	17	11	7	
		5%	6%	3%	5%	6%	6%	6%	4%	3%	7%	4%	4%	4%	4%	5%	4%	4%	5%	
Very unimportant	(1)	26	15	11	-	-	6	9	3	8	4	4	10	8	3	7	11	5	1	
		2%	2%	1%	-	-	2%	3%	1%	2%	1%	1%	3%	2%	1%	2%	3%	2%	1%	
NET: Unimportant		102	69	34	4	14	25	27	14	18	34	24	23	22	21	30	27	16	8	
		6%	8%	4%	5%	6%	7%	8%	5%	5%	8%	5%	7%	5%	5%	7%	6%	6%	5%	
Don't know		41	17	24	6	18	3	5	3	6	24	6	13	9	12	7	8	16	5	
		2%	2%	3%	6%	7%	1%	1%	1%	7%	1%	3%	3%	3%	2%	2%	4%	2%	3%	
Mean		3.49	3.42	3.58	3.43	3.38	3.44	3.46	3.55	3.62	3.39	3.46	3.48	3.48	3.56	3.49	3.48	3.46	3.49	3.63
Standard deviation		0.66	0.69	0.62	0.59	0.60	0.68	0.74	0.63	0.65	0.59	0.67	0.62	0.72	0.67	0.63	0.68	0.70	0.67	0.60
Standard error		0.02	0.02	0.02	0.07	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.05	0.03	0.03	0.03	0.04	0.05	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 27

**Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Listens to what customers have to say**

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1526	657	189	679	418	133	187	168	98	1094	1028	320	101	173	21	199	402
	91%	89%	97%	92%	90%	87%	92%	94%	91%	92%	91%	91%	87%	92%	87%	91%	91%
Very important	(4) 932	352	111	469	232	74	112	95	55	688	629	186	55	100	12	118	244
	56%	48%	57%	64%	50%	48%	55%	53%	51%	58%	56%	53%	47%	53%	48%	54%	55%
Fairly important	(3) 594	305	78	210	186	59	75	73	43	406	400	134	46	72	9	81	158
	36%	41%	40%	29%	40%	39%	37%	41%	40%	34%	36%	38%	40%	38%	38%	37%	36%
Fairly unimportant	(2) 76	49	4	23	24	8	10	4	6	52	51	18	9	10	2	11	24
	5%	7%	2%	3%	5%	5%	5%	2%	5%	4%	5%	5%	8%	5%	7%	5%	5%
Very unimportant	(1) 26	11	1	15	5	4	*	3	2	21	17	7	5	6	1	6	6
	2%	1%	1%	2%	1%	2%	*	1%	2%	2%	2%	2%	4%	3%	6%	3%	1%
NET: Unimportant	102	60	5	38	29	12	11	6	8	73	69	25	14	15	3	17	30
	6%	8%	3%	5%	6%	8%	5%	3%	7%	6%	6%	7%	12%	8%	13%	8%	7%
Don't know	41	20	1	20	18	8	5	4	2	21	28	9	1	1	-	4	11
	2%	3%	1%	3%	4%	5%	2%	2%	2%	2%	2%	3%	1%	*	-	2%	2%
Mean	3.49	3.39	3.54	3.58	3.44	3.40	3.51	3.49	3.43	3.51	3.49	3.45	3.31	3.42	3.29	3.44	3.48
Standard deviation	0.66	0.68	0.57	0.66	0.65	0.71	0.61	0.62	0.69	0.67	0.66	0.69	0.79	0.73	0.86	0.72	0.67
Standard error	0.02	0.03	0.04	0.02	0.03	0.06	0.04	0.05	0.07	0.02	0.02	0.04	0.07	0.05	0.22	0.05	0.03

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 28

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Listens to what customers have to say

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	1526	514	533	212	91	171	1126	51	106	748	322	455	185	155	345	674	110	340	685	1359	
	91%	93%	91%	94%	89%	88%	92%	95%	94%	90%	92%	92%	89%	92%	92%	94%	88%	90%	91%	92%	
Very important	(4)	932	323	317	133	60	95	693	30	64	434	203	295	111	76	209	430	67	187	396	826
		56%	58%	54%	59%	60%	49%	56%	56%	57%	52%	58%	60%	53%	45%	55%	60%	53%	50%	53%	56%
Fairly important	(3)	594	192	215	79	30	76	434	21	42	314	120	160	74	79	137	243	43	153	290	533
		36%	35%	37%	35%	30%	39%	35%	39%	37%	38%	34%	32%	35%	47%	36%	34%	34%	41%	38%	36%
Fairly unimportant	(2)	76	19	37	6	3	10	55	1	3	45	11	19	10	10	20	29	6	20	40	69
		5%	3%	6%	3%	3%	5%	4%	2%	3%	5%	3%	4%	5%	6%	5%	4%	5%	5%	5%	5%
Very unimportant	(1)	26	12	7	1	4	2	17	1	3	12	5	9	5	-	4	13	4	5	9	22
		2%	2%	1%	*	4%	1%	1%	1%	3%	1%	1%	2%	2%	-	1%	2%	4%	1%	1%	1%
NET: Unimportant		102	31	45	7	7	11	72	2	6	58	16	29	15	10	25	41	10	25	49	91
		6%	6%	8%	3%	7%	6%	6%	4%	6%	7%	5%	6%	7%	6%	7%	6%	8%	7%	7%	6%
Don't know		41	6	11	7	4	12	30	1	*	21	10	10	9	3	7	5	5	12	19	24
		2%	1%	2%	3%	3%	6%	2%	2%	*	3%	3%	2%	4%	2%	2%	1%	4%	3%	3%	2%
Mean		3.49	3.51	3.46	3.57	3.50	3.45	3.50	3.52	3.48	3.45	3.53	3.53	3.45	3.41	3.49	3.53	3.43	3.43	3.46	3.49
Standard deviation		0.66	0.68	0.67	0.58	0.75	0.64	0.65	0.62	0.70	0.67	0.64	0.67	0.71	0.60	0.66	0.66	0.76	0.66	0.66	0.66
Standard error		0.02	0.03	0.03	0.05	0.06	0.04	0.02	0.08	0.06	0.02	0.03	0.03	0.05	0.05	0.03	0.02	0.07	0.03	0.02	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 29

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Displays an ethical attitude (e.g. investing in communities and looking after their staff)

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1197	597	600	74	170	250	212	205	286	244	306	369	231	290	281	309	315	179	112
	72%	68%	76%	74%	68%	75%	67%	76%	72%	70%	71%	73%	68%	74%	69%	72%	74%	71%	74%
Very important	(4) 443	210	232	22	62	85	85	70	119	83	119	121	84	118	102	105	117	71	47
	27%	24%	30%	22%	25%	25%	27%	26%	30%	24%	27%	24%	25%	30%	25%	24%	28%	28%	31%
Fairly important	(3) 754	387	367	52	108	164	127	135	167	161	188	248	147	172	179	204	198	108	65
	45%	44%	47%	53%	43%	49%	40%	50%	42%	46%	43%	49%	43%	44%	44%	47%	47%	42%	43%
Fairly unimportant	(2) 297	184	114	17	50	53	63	40	74	67	86	89	60	63	77	88	60	47	26
	18%	21%	14%	17%	20%	16%	20%	15%	19%	19%	20%	17%	18%	16%	19%	20%	14%	18%	17%
Very unimportant	(1) 76	52	25	2	3	16	21	11	23	5	20	21	22	12	21	18	23	12	3
	5%	6%	3%	2%	1%	5%	7%	4%	6%	1%	5%	4%	7%	3%	5%	4%	5%	5%	2%
NET: Unimportant	374	236	138	19	53	70	84	51	97	72	107	110	82	75	98	106	82	58	29
	22%	27%	18%	19%	21%	21%	26%	19%	25%	21%	25%	22%	24%	19%	24%	25%	19%	23%	19%
Don't know	99	50	49	7	27	15	22	15	14	34	20	28	24	27	27	17	27	16	11
	6%	6%	6%	7%	11%	4%	7%	6%	3%	10%	5%	5%	7%	7%	7%	4%	6%	6%	7%
Mean	3.00	2.91	3.09	3.01	3.03	3.00	2.93	3.03	3.00	3.02	2.98	2.98	2.93	3.09	2.95	2.95	3.03	3.01	3.11
Standard deviation	0.82	0.85	0.77	0.71	0.75	0.80	0.88	0.78	0.87	0.74	0.83	0.79	0.86	0.79	0.84	0.80	0.82	0.83	0.76
Standard error	0.02	0.03	0.03	0.09	0.05	0.04	0.05	0.05	0.04	0.04	0.03	0.04	0.06	0.04	0.04	0.04	0.04	0.05	0.06

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 29

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Displays an ethical attitude (e.g. investing in communities and looking after their staff)

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1197	512	153	531	325	101	143	132	75	858	815	255	78	144	21	167	305
	72%	70%	79%	72%	70%	66%	71%	74%	71%	72%	72%	72%	67%	76%	88%	76%	69%
Very important	(4) 443	168	61	214	116	41	55	48	24	318	290	94	28	58	12	61	117
	27%	23%	31%	29%	25%	26%	27%	27%	22%	27%	26%	27%	24%	31%	49%	28%	27%
Fairly important	(3) 754	344	93	317	209	60	88	83	52	541	526	161	51	86	9	106	188
	45%	47%	47%	43%	45%	40%	44%	47%	49%	46%	47%	45%	44%	46%	39%	48%	42%
Fairly unimportant	(2) 297	146	29	122	80	25	39	26	23	218	196	63	24	31	1	34	90
	18%	20%	15%	17%	17%	16%	19%	14%	22%	18%	17%	18%	21%	16%	6%	16%	20%
Very unimportant	(1) 76	35	5	37	22	10	4	9	3	55	50	13	11	13	1	10	19
	5%	5%	2%	5%	5%	7%	2%	5%	3%	5%	4%	4%	9%	7%	6%	4%	4%
NET: Unimportant	374	181	33	159	101	35	43	34	27	272	245	76	35	44	3	44	109
	22%	25%	17%	22%	22%	23%	21%	19%	25%	23%	22%	22%	30%	23%	12%	20%	25%
Don't know	99	43	9	47	40	17	16	13	5	57	64	23	3	1	-	8	29
	6%	6%	4%	6%	9%	11%	8%	7%	4%	5%	6%	6%	3%	*	-	4%	6%
Mean	3.00	2.93	3.12	3.03	2.98	2.97	3.04	3.03	2.94	2.99	2.99	3.01	2.84	3.01	3.31	3.04	2.97
Standard deviation	0.82	0.81	0.75	0.84	0.82	0.89	0.77	0.81	0.77	0.82	0.80	0.80	0.90	0.87	0.85	0.80	0.83
Standard error	0.02	0.03	0.05	0.03	0.04	0.08	0.06	0.06	0.08	0.02	0.02	0.04	0.08	0.06	0.21	0.05	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 30

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Displays an ethical attitude (e.g. investing in communities and looking after their staff)

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Super market	Indepe ndent	Big Six	Super market	Indepe ndent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my curren t suppli er	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	1197	388	417	166	79	141	877	41	90	563	265	368	152	126	273	526	76	277	550	1076	
	72%	70%	71%	73%	78%	72%	71%	75%	80%	68%	76%	75%	73%	75%	72%	73%	60%	74%	73%	73%	
Very important	(4)	443	137	154	62	35	325	12	35	170	99	174	61	35	94	202	31	96	190	393	
		27%	25%	26%	27%	35%	26%	23%	31%	21%	28%	35%	29%	21%	25%	28%	25%	25%	25%	27%	
Fairly important	(3)	754	251	263	104	44	552	29	55	393	166	195	90	91	179	323	44	181	360	683	
		45%	46%	45%	46%	44%	45%	53%	49%	48%	48%	39%	43%	54%	47%	45%	35%	48%	48%	46%	
Fairly unimportant	(2)	297	106	115	35	9	32	221	7	14	159	52	86	30	30	68	129	32	60	128	257
		18%	19%	20%	15%	9%	16%	18%	13%	13%	19%	15%	17%	14%	18%	18%	25%	16%	17%	17%	
Very unimportant	(1)	76	30	26	7	6	57	4	8	46	12	19	13	7	12	35	7	20	32	66	
		5%	5%	4%	3%	5%	5%	8%	7%	6%	3%	4%	6%	4%	3%	5%	6%	5%	4%	4%	
NET: Unimportant		374	136	141	42	15	277	12	22	205	64	104	43	36	80	164	39	79	159	323	
		22%	25%	24%	19%	14%	20%	23%	22%	19%	25%	21%	21%	22%	21%	23%	31%	21%	21%	22%	
Don't know		99	28	30	18	7	73	2	*	58	19	21	14	6	24	30	11	20	44	75	
		6%	5%	5%	8%	7%	6%	3%	*	7%	6%	4%	7%	4%	6%	4%	8%	5%	6%	5%	
Mean		3.00	2.94	2.98	3.06	3.16	3.02	2.99	2.93	3.05	2.89	3.07	3.11	3.03	2.95	3.01	3.01	2.87	2.99	3.00	3.00
Standard deviation		0.82	0.83	0.82	0.78	0.83	0.80	0.82	0.85	0.84	0.81	0.77	0.83	0.86	0.75	0.77	0.83	0.89	0.81	0.79	0.81
Standard error		0.02	0.03	0.04	0.07	0.07	0.05	0.02	0.11	0.07	0.03	0.04	0.04	0.06	0.06	0.04	0.03	0.08	0.04	0.03	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 31

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Focuses on providing good customer service

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1512 91%	787 89%	725 92%	83 84%	212 85%	304 91%	279 88%	259 95%	376 95%	295 84%	393 91%	462 91%	305 90%	352 90%	368 91%	401 93%	378 89%	230 91%	135 89%
Very important	(4) 935 56%	455 52%	480 61%	49 49%	110 44%	165 49%	171 54%	167 61%	273 69%	158 45%	240 55%	265 52%	187 55%	243 62%	221 54%	233 54%	234 55%	148 58%	99 65%
Fairly important	(3) 578 35%	333 38%	245 31%	34 35%	102 41%	139 42%	107 34%	92 34%	103 26%	136 39%	152 35%	198 39%	118 35%	109 28%	147 36%	168 39%	144 34%	83 33%	37 24%
Fairly unimportant	(2) 85 5%	63 7%	22 3%	10 10%	19 8%	21 6%	23 7%	6 2%	6 1%	28 8%	27 6%	23 5%	16 5%	19 5%	20 5%	17 4%	24 6%	14 6%	10 6%
Very unimportant	(1) 29 2%	13 1%	16 2%	2 2%	3 1%	2 1%	8 3%	3 1%	11 3%	5 1%	6 1%	7 1%	8 2%	8 2%	7 2%	7 2%	9 2%	6 2%	- -
NET: Unimportant	113 7%	76 9%	38 5%	12 12%	21 9%	23 7%	32 10%	9 3%	16 4%	33 10%	32 7%	30 6%	24 7%	26 7%	27 7%	24 5%	33 8%	20 8%	10 6%
Don't know	43 3%	19 2%	24 3%	4 4%	17 7%	7 2%	7 2%	4 1%	5 1%	21 6%	8 2%	14 3%	8 2%	13 3%	12 3%	8 2%	13 3%	3 1%	6 4%
Mean	3.49	3.42	3.56	3.36	3.37	3.43	3.42	3.58	3.63	3.37	3.48	3.46	3.47	3.55	3.47	3.48	3.47	3.48	3.61
Standard deviation	0.68	0.69	0.66	0.77	0.68	0.65	0.75	0.59	0.65	0.70	0.67	0.66	0.71	0.69	0.68	0.65	0.71	0.71	0.61
Standard error	0.02	0.02	0.02	0.09	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.05	0.04	0.03	0.03	0.03	0.04	0.05

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 31

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Focuses on providing good customer service

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1512	651	188	673	410	133	182	163	95	1089	1019	318	107	173	22	200	400
	91%	88%	96%	91%	88%	87%	90%	91%	88%	92%	91%	90%	92%	92%	91%	91%	90%
Very important	(4) 935	339	118	478	224	79	94	89	53	701	625	180	58	113	10	116	249
	56%	46%	60%	65%	48%	52%	47%	50%	50%	59%	56%	51%	50%	60%	41%	53%	56%
Fairly important	(3) 578	313	70	196	186	53	87	74	42	388	394	138	48	60	12	84	151
	35%	42%	36%	27%	40%	35%	43%	41%	39%	33%	35%	39%	42%	32%	50%	38%	34%
Fairly unimportant	(2) 85	56	3	25	32	9	14	11	10	53	59	19	3	11	-	11	24
	5%	8%	2%	3%	7%	6%	7%	6%	9%	4%	5%	5%	2%	6%	-	5%	6%
Very unimportant	(1) 29	9	2	18	6	3	2	1	1	23	19	8	6	4	2	3	6
	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	5%	2%	9%	2%	1%
NET: Unimportant	113	65	5	43	38	13	16	12	11	75	78	27	8	16	2	15	30
	7%	9%	3%	6%	8%	8%	8%	7%	10%	6%	7%	8%	7%	8%	9%	7%	7%
Don't know	43	21	2	20	18	8	5	4	2	24	28	9	1	-	-	4	12
	3%	3%	1%	3%	4%	5%	3%	2%	2%	2%	2%	3%	1%	-	-	2%	3%
Mean	3.49	3.37	3.57	3.58	3.40	3.44	3.39	3.44	3.40	3.52	3.48	3.42	3.39	3.49	3.24	3.46	3.50
Standard deviation	0.68	0.68	0.59	0.68	0.68	0.72	0.66	0.64	0.68	0.68	0.68	0.70	0.76	0.71	0.85	0.67	0.67
Standard error	0.02	0.03	0.04	0.03	0.03	0.06	0.05	0.05	0.07	0.02	0.02	0.04	0.07	0.05	0.21	0.05	0.03

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 32

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Focuses on providing good customer service

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	1512	511	534	204	89	169	1116	52	103	752	313	447	187	156	343	666	104	343	686	1352	
	91%	93%	91%	90%	88%	87%	91%	97%	92%	91%	90%	91%	89%	93%	91%	93%	83%	91%	91%	92%	
Very important	(4)	935	337	307	124	61	101	674	33	67	444	204	286	114	79	209	429	66	193	402	831
		56%	61%	52%	55%	60%	52%	55%	60%	60%	54%	59%	58%	55%	47%	55%	60%	53%	51%	53%	56%
Fairly important	(3)	578	174	226	80	28	68	442	20	36	308	109	161	73	77	134	237	37	150	284	521
		35%	32%	38%	36%	28%	35%	36%	37%	32%	37%	31%	33%	35%	46%	36%	33%	30%	40%	38%	35%
Fairly unimportant	(2)	85	19	35	12	4	15	60	-	9	37	20	28	12	8	23	31	10	20	43	73
		5%	3%	6%	5%	4%	8%	5%	-	8%	5%	6%	6%	6%	5%	6%	4%	8%	5%	6%	5%
Very unimportant	(1)	29	15	6	-	4	3	21	1	-	14	6	8	3	1	3	15	5	3	6	22
		2%	3%	1%	-	4%	2%	2%	1%	-	2%	2%	2%	1%	*	1%	2%	4%	1%	1%	1%
NET: Unimportant		113	34	41	12	8	18	81	1	9	52	26	36	15	8	26	46	16	23	49	95
		7%	6%	7%	5%	8%	9%	7%	1%	8%	6%	7%	7%	7%	5%	7%	6%	12%	6%	6%	6%
Don't know		43	7	13	9	4	8	32	1	*	23	10	11	8	3	8	7	6	11	19	26
		3%	1%	2%	4%	4%	4%	3%	2%	*	3%	3%	2%	4%	2%	2%	1%	5%	3%	3%	2%
Mean		3.49	3.53	3.45	3.52	3.50	3.42	3.48	3.58	3.52	3.47	3.51	3.50	3.48	3.43	3.49	3.52	3.38	3.46	3.47	3.49
Standard deviation		0.68	0.70	0.66	0.60	0.78	0.71	0.67	0.58	0.64	0.67	0.69	0.68	0.67	0.60	0.65	0.68	0.83	0.64	0.65	0.66
Standard error		0.02	0.03	0.03	0.05	0.07	0.04	0.02	0.08	0.06	0.02	0.04	0.03	0.05	0.05	0.03	0.03	0.07	0.03	0.02	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 33

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Is an independent energy supplier, not one of the 'Big Six'
Base: All respondents responsible for paying bills

	Gender			Age						Social Class					Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	531 32%	289 33%	242 31%	32 32%	87 35%	107 32%	90 29%	88 32%	127 32%	118 34%	121 28%	184 36%	97 29%	128 33%	129 32%	136 31%	128 30%	88 35%	49 33%
Very important	(4) 176 11%	93 11%	84 11%	3 3%	27 11%	32 9%	29 9%	33 12%	52 13%	31 9%	40 9%	46 9%	30 9%	60 15%	42 10%	46 11%	49 12%	21 8%	17 12%
Fairly important	(3) 354 21%	196 22%	158 20%	28 29%	59 24%	76 23%	61 19%	55 20%	75 19%	88 25%	81 19%	138 27%	67 20%	68 17%	86 21%	90 21%	79 19%	67 26%	32 21%
Fairly unimportant	(2) 723 43%	386 44%	337 43%	43 44%	93 37%	144 43%	148 47%	122 45%	173 44%	136 39%	200 46%	202 40%	153 45%	168 43%	163 40%	194 45%	193 46%	106 42%	67 45%
Very unimportant	(1) 219 13%	123 14%	97 12%	9 9%	30 12%	43 13%	45 14%	37 13%	56 14%	40 11%	70 16%	63 12%	44 13%	43 11%	76 19%	47 11%	51 12%	29 12%	16 10%
NET: Unimportant	942 56%	509 58%	433 55%	53 53%	123 49%	186 56%	193 61%	159 59%	229 58%	175 50%	270 62%	265 52%	197 58%	211 54%	239 59%	241 56%	245 58%	135 53%	83 55%
Don't know	196 12%	84 9%	112 14%	15 15%	41 16%	40 12%	34 11%	25 9%	41 10%	55 16%	42 10%	58 12%	43 13%	52 13%	39 10%	56 13%	52 12%	31 12%	19 13%
Mean	2.33	2.32	2.34	2.31	2.40	2.33	2.26	2.34	2.35	2.37	2.23	2.37	2.28	2.43	2.26	2.36	2.34	2.36	2.39
Standard deviation	0.87	0.87	0.87	0.72	0.89	0.85	0.85	0.89	0.91	0.85	0.86	0.85	0.84	0.92	0.92	0.85	0.87	0.83	0.86
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.06	0.05	0.05	0.04	0.04	0.06	0.05	0.05	0.04	0.04	0.06	0.08

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 33

**Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Is an independent energy supplier, not one of the 'Big Six'**

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	531 32%	251 34%	53 27%	227 31%	161 35%	59 39%	75 37%	58 32%	25 23%	360 30%	368 33%	133 38%	45 39%	68 36%	18 73%	82 38%	122 28%
Very important	(4) 176 11%	70 10%	12 6%	95 13%	54 12%	18 12%	28 14%	18 10%	8 8%	115 10%	113 10%	32 9%	16 14%	24 13%	7 31%	30 14%	47 11%
Fairly important	(3) 354 21%	181 25%	42 21%	132 18%	107 23%	42 27%	47 23%	40 22%	17 16%	244 21%	254 23%	101 29%	28 24%	44 23%	10 43%	53 24%	75 17%
Fairly unimportant	(2) 723 43%	315 43%	92 47%	317 43%	192 41%	58 38%	86 43%	75 42%	56 53%	528 44%	481 43%	133 38%	44 38%	83 44%	6 24%	93 42%	208 47%
Very unimportant	(1) 219 13%	92 12%	28 14%	100 14%	53 11%	18 12%	24 12%	20 11%	8 7%	167 14%	146 13%	43 12%	21 18%	32 17%	1 3%	27 12%	56 13%
NET: Unimportant	942 56%	406 55%	120 61%	416 57%	245 53%	75 49%	110 54%	96 54%	64 60%	695 58%	627 56%	176 50%	65 56%	115 61%	6 27%	120 55%	264 60%
Don't know	196 12%	80 11%	22 11%	94 13%	60 13%	18 12%	18 9%	25 14%	18 17%	133 11%	131 12%	45 13%	6 5%	5 3%	-	17 8%	56 13%
Mean	2.33	2.35	2.22	2.34	2.40	2.44	2.43	2.36	2.29	2.29	2.34	2.39	2.36	2.33	3.01	2.42	2.30
Standard deviation	0.87	0.85	0.79	0.91	0.88	0.88	0.90	0.86	0.75	0.86	0.86	0.85	0.96	0.92	0.83	0.90	0.86
Standard error	0.02	0.03	0.05	0.04	0.04	0.08	0.07	0.07	0.08	0.03	0.03	0.05	0.09	0.06	0.21	0.06	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 34

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Is an independent energy supplier, not one of the 'Big Six'

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	531	182	173	85	31	58	324	33	75	159	115	257	87	75	118	194	35	162	280	474	
	32%	33%	29%	38%	30%	30%	26%	61%	67%	19%	33%	52%	42%	45%	31%	27%	28%	43%	37%	32%	
Very important	(4)	176	62	48	39	12	14	106	12	34	42	37	97	25	23	42	64	9	47	90	154
		11%	11%	8%	17%	12%	7%	9%	22%	30%	5%	11%	20%	12%	13%	11%	9%	7%	13%	12%	10%
Fairly important	(3)	354	120	125	46	19	44	218	21	42	116	78	160	62	52	75	130	26	115	190	320
		21%	22%	21%	20%	19%	22%	18%	38%	37%	14%	22%	30%	31%	20%	18%	20%	30%	25%	22%	
Fairly unimportant	(2)	723	242	265	89	41	85	569	14	25	417	148	158	67	71	170	339	48	138	309	648
		43%	44%	45%	39%	40%	44%	46%	26%	22%	50%	42%	32%	32%	42%	45%	47%	38%	37%	41%	44%
Very unimportant	(1)	219	78	84	24	11	21	179	3	7	146	47	27	31	15	46	105	20	46	92	197
		13%	14%	14%	11%	11%	11%	15%	5%	7%	18%	13%	5%	15%	9%	12%	15%	16%	12%	12%	13%
NET: Unimportant		942	320	348	113	52	106	748	17	33	563	194	185	99	86	216	445	68	185	401	845
		56%	58%	59%	50%	51%	55%	61%	31%	29%	68%	56%	37%	47%	51%	57%	62%	54%	49%	53%	57%
Don't know		196	50	67	28	18	31	156	5	5	105	39	52	23	7	44	81	23	30	74	154
		12%	9%	11%	12%	18%	16%	13%	9%	4%	13%	11%	11%	11%	4%	12%	11%	19%	8%	10%	10%
Mean		2.33	2.33	2.26	2.51	2.38	2.31	2.23	2.85	2.94	2.08	2.34	2.74	2.43	2.51	2.34	2.24	2.23	2.47	2.41	2.33
Standard deviation		0.87	0.88	0.84	0.95	0.89	0.81	0.84	0.86	0.91	0.77	0.88	0.87	0.93	0.85	0.87	0.85	0.86	0.89	0.88	0.87
Standard error		0.02	0.04	0.04	0.09	0.08	0.05	0.03	0.12	0.08	0.03	0.05	0.04	0.07	0.07	0.05	0.03	0.08	0.05	0.03	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 35

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Provides energy from renewable sources as much as possible

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1175	564	610	79	172	238	213	212	261	252	297	377	218	283	285	293	301	184	112
	70%	64%	78%	80%	69%	71%	67%	78%	66%	72%	69%	74%	65%	72%	70%	68%	71%	72%	74%
Very important	(4)	452	201	252	28	63	81	88	75	118	104	136	83	130	116	100	122	72	43
	27%	23%	32%	28%	25%	24%	28%	28%	30%	26%	24%	27%	24%	33%	28%	23%	29%	28%	28%
Fairly important	(3)	722	363	359	52	109	157	125	137	143	193	241	135	153	170	193	179	112	69
	43%	41%	46%	52%	44%	47%	39%	50%	36%	46%	45%	48%	40%	39%	42%	45%	42%	44%	46%
Fairly unimportant	(2)	313	211	102	11	46	60	69	36	91	86	84	75	68	73	95	72	47	25
	19%	24%	13%	11%	18%	18%	22%	13%	23%	16%	20%	17%	22%	17%	18%	22%	17%	19%	17%
Very unimportant	(1)	98	73	24	2	7	20	22	14	32	33	21	28	16	30	20	27	17	4
	6%	8%	3%	2%	3%	6%	7%	5%	8%	3%	8%	4%	8%	4%	7%	5%	6%	7%	3%
NET: Unimportant	410	284	126	13	52	80	92	51	123	65	119	105	103	83	103	115	98	64	29
	25%	32%	16%	13%	21%	24%	29%	19%	31%	19%	27%	21%	30%	21%	25%	27%	23%	25%	19%
Don't know	84	33	51	7	25	17	13	9	13	32	17	25	17	25	18	25	25	6	10
	5%	4%	6%	7%	10%	5%	4%	3%	3%	9%	4%	5%	5%	6%	4%	6%	6%	2%	7%
Mean	2.96	2.82	3.14	3.14	3.02	2.94	2.91	3.04	2.90	3.05	2.89	3.02	2.85	3.08	2.95	2.92	2.99	2.96	3.07
Standard deviation	0.85	0.89	0.77	0.70	0.78	0.83	0.90	0.80	0.93	0.76	0.87	0.80	0.91	0.84	0.89	0.82	0.87	0.87	0.77
Standard error	0.02	0.03	0.03	0.09	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.04	0.04	0.04	0.06	0.06

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 35

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Provides energy from renewable sources as much as possible

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1175 70%	518 70%	147 75%	509 69%	328 70%	107 70%	143 71%	130 73%	77 72%	835 70%	804 71%	254 72%	76 65%	132 70%	18 77%	161 74%	300 68%
Very important	(4) 452 27%	178 24%	58 30%	216 29%	118 25%	44 29%	54 27%	49 28%	19 18%	326 27%	299 27%	89 25%	32 28%	47 25%	8 35%	60 27%	118 27%
Fairly important	(3) 722 43%	340 46%	89 46%	293 40%	210 45%	63 41%	88 44%	81 45%	58 54%	509 43%	505 45%	165 47%	44 38%	85 45%	10 42%	102 46%	182 41%
Fairly unimportant	(2) 313 19%	140 19%	33 17%	139 19%	82 18%	24 15%	41 20%	31 17%	19 18%	231 19%	208 19%	66 19%	28 25%	38 20%	4 17%	37 17%	85 19%
Very unimportant	(1) 98 6%	40 5%	8 4%	50 7%	25 5%	9 6%	9 5%	9 5%	3 3%	72 6%	54 5%	16 4%	10 8%	15 8%	1 6%	12 5%	36 8%
NET: Unimportant	410 25%	180 24%	41 21%	189 26%	107 23%	33 22%	50 25%	40 22%	23 21%	302 25%	262 23%	82 23%	38 33%	53 28%	6 23%	49 22%	120 27%
Don't know	84 5%	39 5%	7 4%	38 5%	31 7%	13 9%	9 5%	9 5%	8 7%	51 4%	58 5%	19 5%	2 2%	4 2%	-	9 4%	23 5%
Mean	2.96	2.94	3.05	2.97	2.97	3.02	2.97	3.01	2.93	2.96	2.98	2.98	2.86	2.89	3.06	3.00	2.91
Standard deviation	0.85	0.83	0.81	0.89	0.83	0.87	0.83	0.83	0.72	0.86	0.82	0.81	0.93	0.88	0.89	0.83	0.90
Standard error	0.02	0.03	0.05	0.03	0.04	0.07	0.06	0.06	0.07	0.02	0.03	0.04	0.09	0.06	0.22	0.06	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 36

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Provides energy from renewable sources as much as possible

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	1175	376	418	162	77	138	864	41	82	567	250	358	151	126	258	515	76	277	535	1050	
	70%	68%	71%	71%	75%	71%	70%	76%	73%	69%	72%	72%	72%	75%	68%	72%	60%	73%	71%	71%	
Very important	(4)	452	140	151	68	35	56	333	11	33	194	96	162	56	42	91	206	35	97	188	394
		27%	25%	26%	30%	35%	29%	27%	19%	29%	23%	28%	33%	27%	25%	24%	29%	28%	26%	25%	27%
Fairly important	(3)	722	236	267	94	41	82	530	31	49	373	154	195	96	84	167	309	41	180	347	656
		43%	43%	45%	42%	41%	42%	43%	56%	43%	45%	44%	40%	46%	50%	44%	43%	33%	48%	46%	45%
Fairly unimportant	(2)	313	119	108	41	13	31	228	6	20	160	64	89	29	28	78	141	30	57	135	276
		19%	22%	18%	18%	13%	16%	19%	11%	18%	19%	18%	18%	14%	17%	21%	20%	24%	15%	18%	19%
Very unimportant	(1)	98	40	36	5	4	12	72	5	8	52	18	27	16	8	22	42	8	24	46	87
		6%	7%	6%	2%	4%	6%	6%	9%	7%	6%	5%	6%	8%	5%	6%	6%	6%	6%	6%	6%
NET: Unimportant		410	159	143	46	18	43	301	11	28	212	82	116	45	36	100	182	38	81	181	363
		25%	29%	24%	20%	18%	22%	24%	20%	25%	26%	24%	23%	22%	21%	27%	25%	31%	21%	24%	25%
Don't know		84	17	26	19	7	14	64	2	2	48	16	20	13	6	19	22	11	19	38	60
		5%	3%	4%	8%	7%	7%	5%	4%	2%	6%	5%	4%	6%	4%	5%	3%	9%	5%	5%	4%
Mean		2.96	2.89	2.95	3.08	3.14	3.01	2.97	2.90	2.97	2.91	2.99	3.04	2.97	2.99	2.91	2.97	2.90	2.98	2.95	2.96
Standard deviation		0.85	0.88	0.84	0.78	0.83	0.86	0.85	0.83	0.89	0.85	0.84	0.87	0.87	0.80	0.84	0.86	0.92	0.84	0.84	0.85
Standard error		0.02	0.04	0.04	0.07	0.07	0.05	0.02	0.11	0.08	0.03	0.05	0.04	0.06	0.06	0.04	0.03	0.08	0.04	0.03	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 37

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?

Has competitive prices

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1574	826	748	93	224	317	294	266	381	317	407	481	313	372	384	409	392	245	144
	94%	94%	95%	93%	90%	95%	93%	98%	96%	91%	94%	95%	93%	95%	94%	95%	92%	96%	95%
Very important	(4) 1322	687	635	70	179	256	250	225	342	248	344	398	265	315	297	354	328	218	124
	79%	78%	81%	70%	72%	77%	79%	83%	86%	71%	79%	79%	79%	80%	73%	82%	77%	86%	82%
Fairly important	(3) 252	139	113	23	45	61	44	41	38	68	64	83	48	58	87	55	64	27	20
	15%	16%	14%	23%	18%	18%	14%	15%	10%	20%	15%	16%	14%	15%	21%	13%	15%	11%	13%
Fairly unimportant	(2) 39	29	10	3	14	12	8	1	3	16	15	11	9	4	15	7	12	2	3
	2%	3%	1%	3%	5%	4%	2%	*	1%	5%	4%	2%	3%	1%	4%	2%	3%	1%	2%
Very unimportant	(1) 24	14	11	1	1	2	10	2	8	2	4	5	9	6	4	9	6	5	1
	1%	2%	1%	1%	*	1%	3%	1%	2%	*	1%	1%	3%	1%	1%	2%	1%	2%	1%
NET: Unimportant	64	43	21	4	14	14	17	3	11	18	20	16	18	10	19	16	18	7	4
	4%	5%	3%	4%	6%	4%	6%	1%	3%	5%	5%	3%	5%	2%	5%	4%	4%	3%	3%
Don't know	32	13	18	3	12	3	5	3	5	15	6	10	6	9	4	8	15	2	3
	2%	2%	2%	3%	5%	1%	2%	1%	1%	4%	1%	2%	2%	2%	1%	2%	3%	1%	2%
Mean	3.75	3.73	3.78	3.68	3.69	3.73	3.71	3.82	3.82	3.68	3.75	3.76	3.72	3.78	3.68	3.77	3.74	3.82	3.81
Standard deviation	0.57	0.60	0.53	0.58	0.59	0.56	0.67	0.45	0.54	0.59	0.56	0.54	0.65	0.53	0.59	0.58	0.58	0.53	0.49
Standard error	0.01	0.02	0.02	0.07	0.04	0.03	0.04	0.03	0.03	0.03	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 37

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Has competitive prices

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1574	685	192	697	433	135	192	175	101	1128	1059	331	106	181	23	207	420
	94%	93%	98%	95%	93%	88%	95%	98%	94%	95%	94%	94%	91%	96%	94%	94%	95%
Very important	(4) 1322	546	164	612	348	109	153	139	81	964	884	261	84	152	14	161	361
	79%	74%	84%	83%	75%	71%	75%	78%	76%	81%	79%	74%	72%	81%	57%	74%	82%
Fairly important	(3) 252	139	28	85	85	26	39	36	20	163	175	70	22	29	9	46	59
	15%	19%	15%	11%	18%	17%	19%	20%	18%	14%	16%	20%	19%	15%	37%	21%	13%
Fairly unimportant	(2) 39	28	1	11	15	10	4	2	4	24	30	11	4	3	-	5	8
	2%	4%	1%	1%	3%	6%	2%	1%	4%	2%	3%	3%	3%	2%	-	2%	2%
Very unimportant	(1) 24	9	1	14	6	3	1	1	1	18	15	6	4	4	1	2	7
	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	3%	2%	6%	1%	2%
NET: Unimportant	64	36	2	25	21	12	6	3	4	42	45	17	7	7	1	7	16
	4%	5%	1%	3%	5%	8%	3%	2%	4%	4%	4%	5%	6%	4%	6%	3%	4%
Don't know	32	16	1	15	12	6	5	-	2	18	20	6	3	-	-	5	7
	2%	2%	1%	2%	3%	4%	2%	-	2%	1%	2%	2%	2%	-	-	2%	2%
Mean	3.75	3.69	3.83	3.79	3.71	3.64	3.73	3.76	3.72	3.77	3.75	3.68	3.64	3.74	3.45	3.71	3.78
Standard deviation	0.57	0.60	0.43	0.56	0.59	0.69	0.55	0.50	0.56	0.56	0.57	0.62	0.70	0.60	0.80	0.56	0.56
Standard error	0.01	0.02	0.03	0.02	0.03	0.06	0.04	0.04	0.05	0.02	0.02	0.03	0.07	0.04	0.20	0.04	0.03

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 38

Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Has competitive prices

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
NET: Important	1574	523	553	217	92	184	1167	50	107	779	327	467	200	162	352	690	112	361	713	1403
	94%	95%	94%	96%	91%	95%	95%	92%	95%	94%	94%	95%	95%	96%	93%	96%	89%	96%	95%	95%
Very important	(4) 1322	447	477	169	71	153	983	40	96	626	281	414	174	126	306	577	95	300	606	1183
	79%	81%	81%	75%	70%	79%	80%	74%	85%	76%	81%	84%	83%	75%	81%	80%	75%	80%	80%	80%
Fairly important	(3) 252	75	76	48	22	31	184	10	11	153	46	53	26	35	46	112	17	61	107	220
	15%	14%	13%	21%	21%	16%	15%	18%	10%	19%	13%	11%	12%	21%	12%	16%	14%	16%	14%	15%
Fairly unimportant	(2) 39	10	20	2	3	3	21	2	3	20	9	11	2	3	15	13	5	4	19	33
	2%	2%	3%	1%	3%	1%	2%	5%	3%	2%	3%	2%	1%	2%	4%	2%	4%	1%	3%	2%
Very unimportant	(1) 24	11	6	3	3	1	17	1	2	11	7	6	2	1	5	11	5	2	7	19
	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	*	1%	2%	4%	1%	1%	1%
NET: Unimportant	64	21	26	6	6	4	39	3	5	31	16	17	3	3	20	25	10	7	27	52
	4%	4%	4%	2%	6%	2%	3%	6%	5%	4%	5%	3%	2%	2%	5%	3%	8%	2%	4%	3%
Don't know	32	8	10	3	3	7	23	1	*	16	5	10	6	3	5	5	4	9	14	19
	2%	1%	2%	1%	3%	3%	2%	2%	*	2%	1%	2%	3%	2%	1%	1%	3%	2%	2%	1%
Mean	3.75	3.76	3.77	3.72	3.62	3.79	3.77	3.68	3.79	3.72	3.75	3.81	3.83	3.74	3.75	3.76	3.65	3.79	3.77	3.77
Standard deviation	0.57	0.58	0.56	0.56	0.70	0.49	0.55	0.64	0.57	0.58	0.60	0.52	0.46	0.49	0.59	0.56	0.76	0.48	0.54	0.55
Standard error	0.01	0.02	0.02	0.05	0.06	0.03	0.02	0.08	0.05	0.02	0.03	0.02	0.03	0.04	0.03	0.02	0.07	0.02	0.02	0.01

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 39

**Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Is part owned by its customers (e.g. customers are offered free shares in the company)**

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	697 42%	369 42%	328 42%	43 44%	97 39%	144 43%	125 39%	114 42%	173 44%	140 40%	182 42%	211 42%	141 42%	164 42%	170 42%	182 42%	180 42%	110 43%	56 37%
Very important	(4) 213 13%	104 12%	109 14%	8 8%	32 13%	46 14%	39 12%	35 13%	52 13%	41 12%	55 13%	55 11%	50 15%	52 13%	53 13%	56 13%	61 14%	28 11%	15 10%
Fairly important	(3) 484 29%	265 30%	219 28%	35 36%	65 26%	99 30%	86 27%	79 29%	121 31%	100 29%	127 29%	155 31%	90 27%	112 29%	117 29%	126 29%	119 28%	82 32%	41 27%
Fairly unimportant	(2) 580 35%	310 35%	270 34%	32 32%	81 32%	119 36%	117 37%	89 33%	141 36%	113 32%	157 36%	175 35%	111 33%	137 35%	135 33%	156 36%	144 34%	83 33%	62 41%
Very unimportant	(1) 178 11%	109 12%	69 9%	7 7%	30 12%	35 10%	30 10%	35 13%	42 11%	36 10%	50 12%	58 11%	38 11%	33 8%	56 14%	41 10%	46 11%	22 9%	14 9%
NET: Unimportant	759 45%	420 48%	339 43%	39 39%	111 44%	154 46%	148 47%	124 46%	184 46%	150 43%	207 48%	233 46%	149 44%	170 43%	191 47%	198 46%	190 45%	105 41%	76 50%
Don't know	213 13%	93 11%	120 15%	17 17%	42 17%	36 11%	44 14%	34 12%	40 10%	59 17%	44 10%	64 13%	48 14%	57 15%	46 11%	53 12%	55 13%	39 15%	20 13%
Mean	2.50	2.46	2.55	2.55	2.48	2.52	2.49	2.48	2.51	2.50	2.48	2.47	2.53	2.55	2.46	2.52	2.53	2.54	2.43
Standard deviation	0.89	0.89	0.88	0.79	0.92	0.89	0.87	0.91	0.88	0.89	0.89	0.87	0.93	0.87	0.92	0.87	0.91	0.85	0.83
Standard error	0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.06	0.05	0.05	0.04	0.04	0.07	0.05	0.05	0.04	0.05	0.06	0.07

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 39

**Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Is part owned by its customers (e.g. customers are offered free shares in the company)**

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	697 42%	326 44%	81 41%	291 39%	198 43%	66 43%	91 45%	85 47%	37 35%	486 41%	467 41%	166 47%	57 49%	91 48%	19 79%	98 45%	182 41%
Very important	(4) 213 13%	92 12%	19 10%	102 14%	63 14%	14 9%	33 16%	33 18%	14 13%	143 12%	133 12%	43 12%	26 23%	29 16%	2 7%	36 17%	56 13%
Fairly important	(3) 484 29%	234 32%	61 31%	189 26%	135 29%	52 34%	57 28%	52 29%	23 22%	343 29%	334 30%	123 35%	30 26%	62 33%	17 72%	62 28%	125 28%
Fairly unimportant	(2) 580 35%	261 35%	70 36%	249 34%	159 34%	49 32%	65 32%	60 34%	50 46%	421 35%	392 35%	104 29%	36 31%	66 35%	4 15%	72 33%	158 36%
Very unimportant	(1) 178 11%	70 9%	18 9%	91 12%	47 10%	19 12%	25 12%	11 6%	5 5%	131 11%	125 11%	40 11%	15 13%	21 11%	1 6%	23 10%	41 9%
NET: Unimportant	759 45%	331 45%	88 45%	339 46%	206 44%	68 44%	90 45%	71 40%	55 51%	553 47%	518 46%	144 41%	51 44%	87 46%	5 21%	95 43%	199 45%
Don't know	213 13%	80 11%	27 14%	106 14%	61 13%	19 12%	22 11%	23 13%	15 14%	149 13%	141 13%	44 12%	8 7%	10 5%	-	26 12%	62 14%
Mean	2.50	2.53	2.48	2.48	2.53	2.46	2.55	2.68	2.50	2.48	2.48	2.55	2.63	2.56	2.80	2.58	2.52
Standard deviation	0.89	0.86	0.83	0.93	0.89	0.86	0.95	0.89	0.82	0.88	0.88	0.89	1.01	0.91	0.67	0.93	0.87
Standard error	0.02	0.03	0.06	0.04	0.04	0.07	0.07	0.07	0.09	0.03	0.03	0.05	0.10	0.06	0.17	0.07	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 40

**Q5. Thinking about the characteristics that an energy company may demonstrate, how important or unimportant is it to you that an energy company is or does each of the following?
Is part owned by its customers (e.g. customers are offered free shares in the company)**

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
NET: Important	697	237	230	101	48	78	493	29	50	290	160	247	90	79	153	299	48	168	322	620
	42%	43%	39%	45%	47%	40%	40%	53%	44%	35%	46%	50%	43%	47%	41%	42%	38%	45%	43%	42%
Very important	(4) 213	77	76	28	15	16	155	8	12	75	60	77	26	18	39	106	10	44	83	189
	13%	14%	13%	12%	15%	8%	13%	15%	11%	9%	17%	16%	12%	11%	10%	15%	8%	12%	11%	13%
Fairly important	(3) 484	160	154	73	32	62	338	21	38	215	99	170	64	61	114	192	38	124	239	431
	29%	29%	26%	32%	32%	32%	28%	39%	34%	26%	29%	34%	31%	36%	30%	27%	30%	33%	32%	29%
Fairly unimportant	(2) 580	193	216	78	30	62	440	14	34	324	107	149	67	57	132	268	40	124	256	524
	35%	35%	37%	35%	30%	32%	36%	25%	30%	39%	31%	30%	32%	34%	35%	37%	32%	33%	34%	36%
Very unimportant	(1) 178	66	64	18	9	20	141	5	14	101	37	40	21	19	41	79	14	40	81	159
	11%	12%	11%	8%	8%	10%	12%	9%	12%	12%	11%	8%	10%	11%	11%	11%	11%	11%	11%	11%
NET: Unimportant	759	259	280	97	39	82	581	18	48	425	144	189	88	75	173	347	54	164	336	683
	45%	47%	48%	43%	38%	42%	47%	34%	42%	51%	41%	38%	42%	45%	46%	48%	43%	43%	45%	46%
Don't know	213	56	78	28	15	34	154	7	15	111	44	58	31	14	51	74	24	45	96	170
	13%	10%	13%	12%	15%	18%	13%	13%	13%	13%	13%	12%	15%	8%	14%	10%	19%	12%	13%	12%
Mean	2.50	2.50	2.47	2.56	2.63	2.46	2.47	2.68	2.50	2.37	2.60	2.65	2.53	2.51	2.46	2.51	2.43	2.52	2.49	2.50
Standard deviation	0.89	0.91	0.89	0.85	0.89	0.84	0.90	0.88	0.89	0.85	0.94	0.87	0.89	0.85	0.86	0.91	0.85	0.87	0.87	0.89
Standard error	0.02	0.04	0.04	0.08	0.08	0.06	0.03	0.12	0.08	0.03	0.05	0.04	0.06	0.07	0.05	0.04	0.08	0.05	0.03	0.02

Energy Suppliers Survey
ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 41

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Summary table**Base: All respondents responsible for paying bills**

		Honest customer service	Friendly customer service	Being put through to a named person when you call	Being put through to a person straight away when you call	Bills that are easy to understand	The ability to easily find out how much energy you use (e.g. through an app or smart meter)	The ability to easily control how much energy you use (e.g. through an app or through another hand-held device)	Advice on how you can save energy and therefore save money
Unweighted base		1732	1732	1732	1732	1732	1732	1732	1732
Weighted base		1669	1669	1669	1669	1669	1669	1669	1669
NET: Important		1590 95%	1540 92%	1207 72%	1539 92%	1572 94%	1286 77%	1140 68%	1301 78%
Very important	(4)	1173 70%	905 54%	560 34%	915 55%	1119 67%	616 37%	532 32%	635 38%
Fairly important	(3)	417 25%	635 38%	646 39%	624 37%	453 27%	670 40%	608 36%	666 40%
Fairly unimportant	(2)	33 2%	83 5%	364 22%	77 5%	53 3%	260 16%	353 21%	263 16%
Very unimportant	(1)	20 1%	19 1%	56 3%	21 1%	17 1%	63 4%	108 6%	67 4%
NET: Unimportant		53 3%	102 6%	420 25%	98 6%	70 4%	323 19%	460 28%	330 20%
Don't know		27 2%	27 2%	42 3%	32 2%	28 2%	60 4%	68 4%	38 2%
Mean		3.67	3.48	3.05	3.49	3.63	3.14	2.98	3.15
Standard deviation		0.58	0.65	0.84	0.65	0.60	0.83	0.91	0.83
Standard error		0.01	0.02	0.02	0.02	0.01	0.02	0.02	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 42

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Honest customer service

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1590 95%	834 95%	756 96%	91 92%	227 91%	318 95%	301 95%	264 97%	389 98%	318 91%	410 95%	486 96%	320 95%	374 95%	384 95%	415 96%	400 94%	247 97%	143 95%
Very important	(4) 1173 70%	577 65%	596 76%	56 57%	138 55%	217 65%	235 74%	208 77%	319 80%	194 56%	307 71%	332 66%	240 71%	294 75%	284 70%	297 69%	289 68%	186 73%	116 77%
Fairly important	(3) 417 25%	257 29%	160 20%	35 35%	89 35%	101 30%	66 21%	56 21%	70 18%	124 35%	103 24%	153 30%	81 24%	79 20%	100 25%	118 27%	111 26%	60 24%	27 18%
Fairly unimportant	(2) 33 2%	25 3%	8 1%	2 2%	11 4%	9 3%	6 2%	5 2%	1 *	13 4%	16 4%	6 1%	7 2%	5 1%	14 3%	9 2%	6 1%	1 *	3 2%
Very unimportant	(1) 20 1%	10 1%	10 1%	- -	1 1%	5 2%	7 2%	1 *	6 1%	1 *	2 1%	7 1%	7 2%	4 1%	5 1%	2 *	8 2%	4 2%	1 1%
NET: Unimportant	53 3%	35 4%	18 2%	2 2%	12 5%	14 4%	13 4%	6 2%	7 2%	14 4%	18 4%	13 3%	14 4%	8 2%	20 5%	10 2%	13 3%	5 2%	4 3%
Don't know	27 2%	13 1%	14 2%	6 6%	11 5%	3 1%	3 1%	2 1%	2 *	17 5%	5 1%	9 2%	3 1%	9 2%	3 1%	7 2%	11 3%	2 1%	4 2%
Mean	3.67	3.61	3.73	3.58	3.52	3.60	3.68	3.74	3.78	3.54	3.67	3.63	3.65	3.74	3.64	3.67	3.65	3.70	3.75
Standard deviation	0.58	0.60	0.54	0.54	0.61	0.62	0.62	0.50	0.51	0.59	0.57	0.58	0.63	0.53	0.62	0.54	0.61	0.56	0.52
Standard error	0.01	0.02	0.02	0.07	0.04	0.03	0.03	0.03	0.03	0.03	0.02	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 42

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Honest customer service

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1590 95%	689 94%	191 98%	710 96%	438 94%	141 92%	195 97%	172 96%	100 94%	1137 96%	1068 95%	333 94%	109 94%	180 96%	23 94%	205 94%	428 97%
Very important	(4) 1173 70%	445 60%	141 72%	587 80%	301 65%	99 65%	136 67%	115 64%	72 67%	859 72%	779 69%	234 66%	73 63%	131 69%	11 46%	141 64%	321 72%
Fairly important	(3) 417 25%	244 33%	50 26%	122 17%	137 29%	42 28%	60 30%	57 32%	28 27%	278 23%	289 26%	99 28%	36 31%	49 26%	11 48%	64 29%	107 24%
Fairly unimportant	(2) 33 2%	24 3%	3 2%	6 1%	13 3%	4 2%	2 1%	5 3%	4 4%	20 2%	26 2%	10 3%	3 3%	5 2%	-	6 3%	6 1%
Very unimportant	(1) 20 1%	11 1%	* *	9 1%	4 1%	3 2%	* *	2 1%	1 1%	16 1%	13 1%	4 1%	3 3%	4 2%	1 6%	4 2%	3 1%
NET: Unimportant	53 3%	34 5%	3 2%	15 2%	17 4%	6 4%	3 1%	7 4%	5 5%	36 3%	39 3%	14 4%	6 6%	8 4%	1 6%	11 5%	9 2%
Don't know	27 2%	13 2%	1 1%	12 2%	11 2%	5 4%	4 2%	-	1 1%	15 1%	18 2%	7 2%	1 1%	-	-	3 1%	6 1%
Mean	3.67	3.55	3.70	3.78	3.62	3.61	3.67	3.59	3.62	3.69	3.66	3.62	3.55	3.63	3.34	3.58	3.71
Standard deviation	0.58	0.63	0.51	0.51	0.59	0.63	0.51	0.61	0.63	0.57	0.59	0.60	0.69	0.63	0.78	0.65	0.53
Standard error	0.01	0.02	0.03	0.02	0.03	0.05	0.04	0.05	0.06	0.02	0.02	0.03	0.06	0.04	0.20	0.04	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 43

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Honest customer service

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
NET: Important	1590	532	557	221	91	183	1177	52	108	785	339	465	201	157	362	693	116	357	719	1412
	95%	96%	95%	98%	90%	94%	96%	96%	96%	95%	97%	94%	96%	93%	96%	96%	92%	95%	95%	96%
Very important	(4) 1173	403	408	161	74	122	866	35	85	563	247	362	143	111	265	526	83	255	520	1045
	70%	73%	69%	71%	73%	63%	71%	64%	75%	68%	71%	73%	69%	66%	70%	73%	66%	68%	69%	71%
Fairly important	(3) 417	129	149	61	17	60	311	18	23	222	92	103	57	45	97	167	33	102	200	367
	25%	23%	25%	27%	17%	31%	25%	32%	20%	27%	26%	21%	27%	27%	26%	23%	26%	27%	27%	25%
Fairly unimportant	(2) 33	7	19	1	3	3	21	1	4	17	3	13	4	8	8	11	2	12	20	31
	2%	1%	3%	1%	3%	2%	2%	2%	3%	2%	1%	3%	2%	5%	2%	1%	1%	3%	3%	2%
Very unimportant	(1) 20	10	4	-	4	1	13	-	1	9	3	8	-	-	2	14	3	-	2	16
	1%	2%	1%	-	4%	1%	1%	-	1%	1%	1%	2%	-	-	*	2%	2%	-	*	1%
NET: Unimportant	53	17	23	1	7	5	35	1	5	26	5	22	4	8	10	25	4	12	22	46
	3%	3%	4%	1%	7%	2%	3%	2%	4%	3%	2%	4%	2%	5%	3%	3%	3%	3%	3%	3%
Don't know	27	3	8	3	3	7	16	1	-	15	4	7	5	3	5	2	5	8	13	15
	2%	1%	1%	1%	3%	4%	1%	2%	-	2%	1%	1%	2%	2%	1%	*	4%	2%	2%	1%
Mean	3.67	3.68	3.66	3.71	3.64	3.62	3.68	3.63	3.69	3.65	3.70	3.68	3.68	3.62	3.68	3.68	3.63	3.66	3.67	3.67
Standard deviation	0.58	0.60	0.58	0.47	0.74	0.56	0.57	0.53	0.59	0.58	0.52	0.61	0.50	0.58	0.54	0.60	0.63	0.54	0.54	0.57
Standard error	0.01	0.02	0.02	0.04	0.06	0.03	0.02	0.07	0.05	0.02	0.03	0.03	0.03	0.05	0.03	0.02	0.06	0.03	0.02	0.01

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 44

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Friendly customer service

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1540	795	744	85	220	312	291	258	372	306	393	471	310	366	371	399	389	239	142
	92%	90%	95%	86%	88%	93%	92%	95%	94%	88%	91%	93%	92%	93%	91%	92%	92%	94%	94%
Very important	(4) 905	419	485	50	109	173	175	156	243	158	216	243	201	245	203	230	227	145	99
	54%	48%	62%	50%	43%	52%	55%	57%	61%	45%	50%	48%	60%	63%	50%	53%	54%	57%	66%
Fairly important	(3) 635	376	259	35	112	139	117	103	129	147	178	227	109	121	169	169	161	94	43
	38%	43%	33%	36%	45%	42%	37%	38%	33%	42%	41%	45%	32%	31%	41%	39%	38%	37%	28%
Fairly unimportant	(2) 83	60	22	8	15	15	15	10	19	23	31	21	19	12	25	26	20	9	3
	5%	7%	3%	8%	6%	5%	5%	4%	5%	7%	7%	4%	6%	3%	6%	6%	5%	4%	2%
Very unimportant	(1) 19	12	7	-	3	3	7	2	4	3	4	7	6	3	7	1	4	4	2
	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	*	1%	2%	1%
NET: Unimportant	102	73	29	8	18	18	23	12	23	26	34	28	24	15	33	27	24	13	5
	6%	8%	4%	8%	7%	5%	7%	4%	6%	8%	8%	5%	7%	4%	8%	6%	6%	5%	4%
Don't know	27	14	14	6	11	4	3	2	2	17	5	9	3	10	3	7	12	2	4
	2%	2%	2%	6%	5%	1%	1%	1%	*	5%	1%	2%	1%	3%	1%	2%	3%	1%	2%
Mean	3.48	3.39	3.58	3.45	3.37	3.46	3.46	3.53	3.54	3.39	3.42	3.42	3.51	3.59	3.40	3.48	3.48	3.51	3.62
Standard deviation	0.65	0.68	0.60	0.65	0.66	0.63	0.70	0.60	0.64	0.66	0.66	0.64	0.68	0.60	0.69	0.62	0.64	0.65	0.61
Standard error	0.02	0.02	0.02	0.08	0.04	0.03	0.04	0.04	0.03	0.04	0.03	0.03	0.05	0.03	0.03	0.03	0.03	0.04	0.05

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 44

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Friendly customer service

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1540 92%	667 91%	186 95%	686 93%	422 91%	133 87%	184 91%	168 94%	100 94%	1103 93%	1039 92%	320 91%	105 91%	173 91%	18 74%	198 90%	409 93%
Very important	(4) 905 54%	345 47%	112 57%	448 61%	239 51%	85 55%	107 53%	90 51%	57 53%	655 55%	612 54%	184 52%	57 49%	96 51%	9 37%	114 52%	235 53%
Fairly important	(3) 635 38%	322 44%	74 38%	239 32%	183 39%	48 32%	77 38%	77 43%	44 41%	447 38%	427 38%	137 39%	49 42%	77 41%	9 37%	84 38%	174 39%
Fairly unimportant	(2) 83 5%	44 6%	7 4%	31 4%	30 6%	13 9%	13 7%	10 6%	6 5%	53 4%	56 5%	20 6%	6 5%	11 6%	5 20%	12 6%	23 5%
Very unimportant	(1) 19 1%	12 2%	1 *	6 1%	3 1%	1 1%	* *	1 1%	- -	16 1%	11 1%	5 2%	3 3%	5 3%	1 6%	6 3%	4 1%
NET: Unimportant	102 6%	56 8%	8 4%	38 5%	33 7%	15 10%	14 7%	11 6%	6 5%	69 6%	67 6%	26 7%	9 8%	16 9%	6 26%	18 8%	27 6%
Don't know	27 2%	13 2%	1 1%	13 2%	11 2%	5 4%	4 2%	- -	1 1%	16 1%	19 2%	8 2%	2 2%	- -	- -	3 1%	6 1%
Mean	3.48	3.38	3.53	3.56	3.45	3.46	3.47	3.44	3.48	3.49	3.48	3.44	3.39	3.40	3.05	3.42	3.47
Standard deviation	0.65	0.68	0.59	0.62	0.64	0.70	0.63	0.63	0.60	0.65	0.64	0.68	0.71	0.72	0.92	0.72	0.64
Standard error	0.02	0.03	0.04	0.02	0.03	0.06	0.04	0.05	0.06	0.02	0.02	0.04	0.07	0.05	0.23	0.05	0.03

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 45

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Friendly customer service

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
NET: Important	1540	506	547	214	91	175	1146	51	102	772	325	442	188	154	349	677	114	342	691	1368
	92%	92%	93%	95%	90%	90%	93%	95%	91%	93%	93%	90%	90%	92%	92%	94%	90%	91%	92%	93%
Very important	(4)	905	299	306	136	65	666	26	60	455	185	265	110	83	198	407	70	193	391	798
		54%	54%	52%	60%	64%	54%	48%	53%	55%	53%	54%	53%	50%	52%	57%	56%	51%	52%	54%
Fairly important	(3)	635	207	241	79	26	480	25	42	317	140	177	78	71	151	270	43	149	300	571
		38%	38%	41%	35%	26%	39%	46%	37%	38%	40%	36%	37%	42%	40%	38%	35%	40%	40%	39%
Fairly unimportant	(2)	83	33	26	8	5	51	2	9	31	16	36	16	9	22	29	3	25	47	76
		5%	6%	4%	4%	5%	4%	4%	8%	4%	5%	7%	7%	6%	6%	4%	2%	7%	6%	5%
Very unimportant	(1)	19	9	7	-	2	14	-	1	8	3	8	1	1	2	11	3	2	4	14
		1%	2%	1%	-	2%	1%	-	1%	1%	1%	2%	*	1%	*	2%	3%	1%	*	1%
NET: Unimportant		102	42	33	8	7	65	2	10	39	18	45	16	11	23	40	6	27	50	90
		6%	8%	6%	4%	6%	5%	4%	9%	5%	5%	9%	8%	6%	6%	6%	5%	7%	7%	6%
Don't know		27	3	8	3	4	17	1	-	15	5	7	5	3	5	2	6	8	13	15
		2%	1%	1%	1%	4%	1%	2%	-	2%	1%	1%	2%	2%	1%	*	5%	2%	2%	1%
Mean		3.48	3.45	3.46	3.57	3.58	3.48	3.46	3.43	3.50	3.48	3.43	3.46	3.43	3.46	3.50	3.51	3.45	3.46	3.48
Standard deviation		0.65	0.68	0.64	0.57	0.68	0.64	0.57	0.69	0.62	0.62	0.71	0.65	0.64	0.63	0.65	0.68	0.64	0.63	0.64
Standard error		0.02	0.03	0.03	0.05	0.06	0.02	0.07	0.06	0.02	0.03	0.03	0.04	0.05	0.03	0.02	0.06	0.03	0.02	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 46

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Being put through to a named person when you call

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1207	618	589	78	174	240	220	198	295	252	296	354	257	298	284	319	287	203	113
	72%	70%	75%	79%	70%	72%	70%	73%	74%	72%	68%	70%	76%	76%	70%	74%	68%	80%	75%
Very important	(4) 560	266	295	25	70	98	117	93	157	95	128	149	138	145	135	143	136	81	66
	34%	30%	37%	25%	28%	29%	37%	34%	39%	27%	30%	29%	41%	37%	33%	33%	32%	32%	43%
Fairly important	(3) 646	352	294	53	104	142	103	105	138	158	168	205	120	153	149	176	151	123	48
	39%	40%	37%	54%	42%	43%	33%	39%	35%	45%	39%	40%	35%	39%	37%	41%	36%	48%	31%
Fairly unimportant	(2) 364	211	153	11	54	76	80	60	84	64	104	124	68	68	92	97	108	38	28
	22%	24%	19%	11%	21%	23%	25%	22%	21%	18%	24%	24%	20%	17%	23%	23%	26%	15%	19%
Very unimportant	(1) 56	33	23	3	9	14	10	6	14	12	24	14	7	11	21	7	13	9	6
	3%	4%	3%	3%	4%	4%	3%	2%	3%	3%	5%	3%	2%	3%	5%	2%	3%	3%	4%
NET: Unimportant	420	243	177	14	63	89	90	67	98	77	128	138	75	79	113	105	121	47	34
	25%	28%	22%	14%	25%	27%	28%	24%	25%	22%	30%	27%	22%	20%	28%	24%	29%	19%	22%
Don't know	42	21	22	7	13	4	7	7	4	20	9	15	6	14	9	9	17	3	4
	3%	2%	3%	7%	5%	1%	2%	3%	1%	6%	2%	3%	2%	3%	2%	2%	4%	1%	3%
Mean	3.05	2.99	3.12	3.08	2.99	2.99	3.05	3.08	3.12	3.02	2.94	2.99	3.17	3.14	3.00	3.07	3.00	3.10	3.18
Standard deviation	0.84	0.84	0.83	0.73	0.82	0.83	0.87	0.82	0.86	0.80	0.88	0.82	0.82	0.82	0.89	0.79	0.85	0.78	0.88
Standard error	0.02	0.03	0.03	0.09	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.05	0.07	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 46

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Being put through to a named person when you call

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1207	518	137	551	336	111	150	127	78	859	832	241	82	125	23	158	303
	72%	70%	70%	75%	72%	72%	74%	71%	73%	72%	74%	68%	71%	66%	94%	72%	68%
Very important	(4) 560	217	61	283	144	55	66	53	31	406	381	90	45	51	6	74	145
	34%	29%	31%	38%	31%	36%	33%	30%	29%	34%	34%	26%	38%	27%	25%	34%	33%
Fairly important	(3) 646	302	77	268	192	56	84	75	47	453	451	151	38	74	16	84	159
	39%	41%	39%	36%	41%	37%	42%	42%	44%	38%	40%	43%	32%	39%	68%	38%	36%
Fairly unimportant	(2) 364	167	47	150	100	32	39	44	22	261	227	83	27	51	-	42	115
	22%	23%	24%	20%	22%	21%	19%	24%	21%	22%	20%	23%	23%	27%	-	19%	26%
Very unimportant	(1) 56	29	9	18	18	4	9	8	5	38	36	20	5	11	1	15	17
	3%	4%	5%	2%	4%	3%	4%	4%	5%	3%	3%	6%	4%	6%	6%	7%	4%
NET: Unimportant	420	196	56	168	119	36	47	51	27	299	263	103	32	62	1	57	132
	25%	27%	29%	23%	25%	24%	23%	29%	26%	25%	23%	29%	27%	33%	6%	26%	30%
Don't know	42	22	2	18	11	6	5	-	1	31	31	10	2	2	-	4	8
	3%	3%	1%	2%	2%	4%	2%	-	1%	3%	3%	3%	2%	1%	-	2%	2%
Mean	3.05	2.99	2.98	3.13	3.02	3.10	3.05	2.96	2.99	3.06	3.08	2.91	3.07	2.88	3.13	3.01	2.99
Standard deviation	0.84	0.84	0.86	0.83	0.84	0.83	0.84	0.85	0.84	0.84	0.83	0.85	0.89	0.88	0.71	0.90	0.87
Standard error	0.02	0.03	0.05	0.03	0.04	0.07	0.06	0.06	0.08	0.02	0.02	0.04	0.08	0.06	0.18	0.06	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 47

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Being put through to a named person when you call

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
NET: Important	1207	396	412	175	77	142	900	41	70	593	266	348	148	117	272	528	90	264	537	1065
	72%	72%	70%	77%	76%	73%	73%	76%	62%	72%	76%	70%	71%	70%	72%	73%	72%	70%	71%	72%
Very important	(4) 560	196	178	84	40	58	435	18	31	271	120	169	63	44	124	260	49	107	231	491
	34%	36%	30%	37%	39%	30%	35%	32%	28%	33%	34%	34%	30%	26%	33%	36%	39%	28%	31%	33%
Fairly important	(3) 646	200	233	91	37	84	465	24	39	322	146	179	84	73	148	268	41	157	306	574
	39%	36%	40%	40%	36%	43%	38%	44%	34%	39%	42%	36%	40%	44%	39%	37%	33%	42%	41%	39%
Fairly unimportant	(2) 364	130	140	42	17	35	262	9	38	185	61	118	52	33	90	157	24	85	175	332
	22%	24%	24%	19%	17%	18%	21%	16%	34%	22%	18%	24%	25%	20%	24%	22%	19%	23%	23%	23%
Very unimportant	(1) 56	19	22	4	4	8	42	3	3	25	14	17	4	15	6	24	3	19	24	49
	3%	4%	4%	2%	4%	4%	3%	6%	3%	3%	4%	3%	2%	9%	1%	3%	2%	5%	3%	3%
NET: Unimportant	420	149	161	46	21	43	303	12	41	211	75	134	56	48	96	182	27	104	199	381
	25%	27%	27%	20%	21%	22%	25%	22%	36%	25%	22%	27%	27%	29%	25%	25%	22%	28%	26%	26%
Don't know	42	7	15	5	4	10	25	1	1	23	8	12	6	3	9	10	8	9	18	28
	3%	1%	3%	2%	3%	5%	2%	2%	1%	3%	2%	2%	3%	2%	2%	1%	7%	2%	2%	2%
Mean	3.05	3.05	2.99	3.15	3.15	3.04	3.07	3.04	2.89	3.04	3.09	3.04	3.02	2.88	3.06	3.08	3.16	2.96	3.01	3.04
Standard deviation	0.84	0.86	0.84	0.78	0.85	0.82	0.84	0.87	0.85	0.83	0.83	0.86	0.80	0.90	0.80	0.85	0.84	0.85	0.83	0.84
Standard error	0.02	0.04	0.04	0.07	0.07	0.05	0.02	0.11	0.08	0.03	0.04	0.04	0.05	0.07	0.04	0.03	0.08	0.04	0.03	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 48

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Being put through to a person straight away when you call

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154	
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151	
NET: Important	1539	803	736	79	212	311	294	258	385	291	389	464	317	368	373	405	384	238	139	
	92%	91%	93%	80%	85%	93%	93%	95%	97%	83%	90%	92%	94%	94%	92%	94%	90%	94%	92%	
Very important	(4)	915	416	499	36	98	170	179	167	265	134	227	248	204	235	216	236	235	140	89
		55%	47%	63%	37%	39%	51%	56%	61%	67%	38%	52%	49%	61%	60%	53%	54%	55%	55%	58%
Fairly important	(3)	624	387	237	43	114	140	116	91	120	157	162	216	113	133	157	169	149	98	50
		37%	44%	30%	43%	46%	42%	36%	33%	30%	45%	37%	43%	33%	34%	39%	39%	35%	39%	33%
Fairly unimportant	(2)	77	51	27	10	20	17	15	9	5	30	32	26	10	9	21	17	24	8	7
		5%	6%	3%	10%	8%	5%	5%	3%	1%	9%	7%	5%	3%	2%	5%	4%	6%	3%	5%
Very unimportant	(1)	21	11	10	2	4	3	4	2	5	6	6	8	4	3	6	3	4	6	2
		1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%
NET: Unimportant		98	62	36	13	24	20	19	12	10	37	37	34	14	12	27	21	28	14	9
		6%	7%	5%	13%	10%	6%	6%	4%	2%	10%	9%	7%	4%	3%	7%	5%	7%	5%	6%
Don't know		32	17	15	7	15	3	3	2	2	22	6	9	6	11	7	7	13	2	4
		2%	2%	2%	7%	6%	1%	1%	1%	1%	6%	1%	2%	2%	3%	2%	2%	3%	1%	2%
Mean		3.49	3.40	3.59	3.23	3.30	3.44	3.50	3.57	3.63	3.28	3.43	3.41	3.56	3.58	3.46	3.50	3.49	3.48	3.52
Standard deviation		0.65	0.66	0.62	0.75	0.69	0.64	0.65	0.61	0.58	0.71	0.69	0.67	0.62	0.59	0.66	0.61	0.65	0.67	0.66
Standard error		0.02	0.02	0.02	0.09	0.04	0.03	0.03	0.04	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.05	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 48

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Being put through to a person straight away when you call

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device							
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these	
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487	
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443	
NET: Important	1539 92%	663 90%	183 94%	693 94%	417 89%	128 83%	183 91%	169 94%	98 92%	1107 93%	1034 92%	313 88%	100 86%	172 91%	18 76%	192 87%	417 94%	
Very important	(4) 55%	915 46%	342 58%	113 62%	460 49%	227 46%	71 49%	98 48%	86 48%	51 48%	678 57%	604 54%	167 47%	54 46%	91 49%	11 45%	110 50%	253 57%
Fairly important	(3) 37%	624 44%	321 36%	70 32%	233 41%	190 41%	56 37%	85 42%	82 46%	47 44%	430 36%	430 38%	145 41%	46 40%	81 43%	7 31%	81 37%	164 37%
Fairly unimportant	(2) 5%	77 7%	52 4%	8 2%	17 2%	30 6%	14 9%	13 7%	8 4%	7 7%	47 4%	55 5%	23 6%	11 9%	11 6%	4 15%	16 7%	14 3%
Very unimportant	(1) 1%	21 1%	8 1%	3 1%	10 1%	5 1%	3 2%	2 1%	2 1%	- -	15 1%	14 1%	8 2%	3 3%	5 2%	2 9%	8 4%	4 1%
NET: Unimportant	98 6%	60 8%	11 6%	27 4%	35 8%	17 11%	15 7%	10 6%	7 7%	63 5%	69 6%	31 9%	14 12%	16 8%	6 24%	24 11%	18 4%	
Don't know	32 2%	14 2%	1 1%	17 2%	14 3%	9 6%	4 2%	- -	1 1%	18 1%	22 2%	10 3%	2 2%	1 *	- -	3 1%	7 2%	
Mean	3.49	3.38	3.51	3.59	3.41	3.36	3.41	3.41	3.41	3.51	3.47	3.37	3.32	3.38	3.12	3.36	3.53	
Standard deviation	0.65	0.67	0.65	0.61	0.67	0.74	0.66	0.64	0.62	0.64	0.65	0.71	0.77	0.71	0.99	0.78	0.61	
Standard error	0.02	0.03	0.04	0.02	0.03	0.06	0.05	0.05	0.06	0.02	0.02	0.04	0.07	0.05	0.25	0.05	0.03	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 49

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Being put through to a person straight away when you call

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	1539	517	539	217	88	172	1143	50	103	759	331	449	190	152	345	682	108	342	687	1370	
	92%	94%	92%	96%	87%	88%	93%	93%	91%	92%	95%	91%	91%	90%	92%	95%	86%	91%	91%	93%	
Very important	(4)	915	341	313	120	51	86	678	23	68	443	200	271	106	86	196	423	67	192	388	811
		55%	62%	53%	53%	50%	44%	55%	42%	60%	54%	57%	55%	51%	51%	52%	59%	53%	51%	51%	55%
Fairly important	(3)	624	177	226	97	38	86	465	27	35	316	131	177	84	66	150	259	41	149	299	558
		37%	32%	38%	43%	37%	44%	38%	51%	31%	38%	38%	36%	40%	39%	40%	36%	33%	40%	40%	38%
Fairly unimportant	(2)	77	19	32	6	8	12	51	3	7	38	10	29	13	11	20	25	6	24	45	70
		5%	3%	5%	3%	8%	6%	4%	5%	6%	5%	3%	6%	7%	5%	3%	5%	6%	6%	6%	5%
Very unimportant	(1)	21	10	7	-	2	2	17	-	2	11	2	8	1	2	3	10	3	3	6	16
		1%	2%	1%	-	2%	1%	1%	-	2%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%
NET: Unimportant		98	28	39	6	10	15	68	3	9	49	12	37	14	13	23	35	10	27	51	85
		6%	5%	7%	3%	10%	8%	6%	5%	8%	6%	4%	7%	7%	8%	6%	5%	8%	7%	7%	6%
Don't know		32	6	11	3	3	8	17	1	1	19	5	9	5	3	8	2	8	8	16	18
		2%	1%	2%	1%	3%	4%	1%	2%	1%	2%	1%	2%	2%	2%	*	6%	2%	2%	1%	1%
Mean		3.49	3.55	3.46	3.51	3.40	3.37	3.49	3.38	3.51	3.47	3.54	3.47	3.44	3.43	3.46	3.53	3.46	3.44	3.45	3.49
Standard deviation		0.65	0.65	0.65	0.55	0.73	0.67	0.65	0.59	0.70	0.65	0.59	0.68	0.64	0.67	0.64	0.63	0.73	0.66	0.65	0.64
Standard error		0.02	0.03	0.03	0.05	0.06	0.04	0.02	0.08	0.06	0.02	0.03	0.03	0.04	0.05	0.03	0.02	0.07	0.03	0.02	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 50

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Bills that are easy to understand

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1572	820	752	87	220	314	300	265	385	307	408	476	316	371	378	409	399	242	143
	94%	93%	95%	87%	88%	94%	95%	98%	97%	88%	94%	94%	94%	95%	93%	95%	94%	95%	95%
Very important	(4) 1119	539	580	55	135	207	222	200	299	191	290	333	224	271	261	290	273	187	108
	67%	61%	74%	56%	54%	62%	70%	74%	75%	55%	67%	66%	66%	69%	64%	67%	64%	74%	71%
Fairly important	(3) 453	281	172	31	85	107	79	65	86	116	118	142	93	100	117	119	127	55	35
	27%	32%	22%	32%	34%	32%	25%	24%	22%	33%	27%	28%	27%	26%	29%	28%	30%	22%	23%
Fairly unimportant	(2) 53	41	12	8	15	12	9	4	5	23	17	16	11	9	20	14	9	4	5
	3%	5%	1%	8%	6%	4%	3%	1%	1%	7%	4%	3%	3%	2%	5%	3%	2%	2%	3%
Very unimportant	(1) 17	9	8	-	3	2	5	1	5	3	2	5	7	3	4	1	7	5	-
	1%	1%	1%	-	1%	1%	2%	*	1%	1%	1%	1%	2%	1%	1%	*	2%	2%	-
NET: Unimportant	70	50	19	8	18	14	14	5	10	27	20	21	18	12	24	15	16	10	5
	4%	6%	2%	8%	7%	4%	4%	2%	3%	8%	5%	4%	5%	3%	6%	4%	4%	4%	3%
Don't know	28	11	16	4	11	6	3	2	2	16	5	11	3	9	5	8	9	2	4
	2%	1%	2%	4%	5%	2%	1%	1%	*	4%	1%	2%	1%	2%	1%	2%	2%	1%	2%
Mean	3.63	3.55	3.72	3.49	3.48	3.58	3.64	3.72	3.72	3.48	3.63	3.62	3.59	3.67	3.58	3.65	3.60	3.68	3.70
Standard deviation	0.60	0.64	0.54	0.65	0.68	0.59	0.62	0.50	0.55	0.67	0.59	0.60	0.66	0.56	0.63	0.56	0.62	0.62	0.53
Standard error	0.01	0.02	0.02	0.08	0.04	0.03	0.03	0.03	0.03	0.04	0.02	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 50

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Bills that are easy to understand

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1572	679	189	704	429	138	189	169	103	1128	1054	324	107	179	18	201	423
	94%	92%	97%	96%	92%	90%	94%	95%	97%	95%	94%	92%	93%	95%	76%	92%	96%
Very important	(4) 1119	432	145	541	285	87	124	110	73	823	737	217	66	120	11	136	308
	67%	59%	74%	73%	61%	57%	61%	62%	68%	69%	66%	61%	57%	63%	44%	62%	70%
Fairly important	(3) 453	247	43	163	145	51	66	59	31	304	317	107	42	59	8	65	115
	27%	33%	22%	22%	31%	33%	32%	33%	29%	26%	28%	30%	36%	32%	32%	30%	26%
Fairly unimportant	(2) 53	37	4	12	23	9	9	9	2	30	38	19	4	6	4	10	11
	3%	5%	2%	2%	5%	6%	4%	5%	2%	3%	3%	5%	3%	3%	15%	5%	3%
Very unimportant	(1) 17	8	1	8	3	1	*	1	-	14	13	3	4	3	2	5	2
	1%	1%	1%	1%	1%	1%	*	1%	-	1%	1%	1%	3%	2%	9%	2%	*
NET: Unimportant	70	44	5	20	26	10	9	10	2	44	51	22	8	10	6	15	14
	4%	6%	3%	3%	6%	7%	4%	5%	2%	4%	5%	6%	6%	5%	24%	7%	3%
Don't know	28	14	1	13	11	5	4	-	1	16	20	7	1	-	-	3	6
	2%	2%	1%	2%	2%	4%	2%	-	1%	1%	2%	2%	1%	-	-	1%	1%
Mean	3.63	3.53	3.72	3.71	3.56	3.51	3.58	3.56	3.66	3.65	3.61	3.55	3.47	3.56	3.11	3.53	3.67
Standard deviation	0.60	0.64	0.53	0.55	0.62	0.65	0.59	0.62	0.52	0.59	0.61	0.65	0.72	0.65	0.98	0.70	0.55
Standard error	0.01	0.02	0.03	0.02	0.03	0.05	0.04	0.05	0.05	0.02	0.02	0.03	0.07	0.05	0.25	0.05	0.03

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 51

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Bills that are easy to understand

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	1572	528	552	213	93	180	1160	51	110	771	337	464	193	162	349	693	115	355	704	1397	
	94%	96%	94%	94%	92%	92%	94%	95%	97%	93%	97%	94%	92%	96%	92%	96%	91%	94%	93%	95%	
Very important	(4)	1119	384	393	140	72	125	831	36	77	543	252	324	131	93	248	528	79	224	472	1000
		67%	70%	67%	62%	71%	64%	68%	66%	68%	66%	66%	63%	55%	66%	73%	63%	59%	63%	68%	
Fairly important	(3)	453	144	158	73	21	55	329	15	33	227	86	140	62	69	101	165	36	131	232	397
		27%	26%	27%	32%	21%	28%	27%	28%	29%	28%	25%	28%	30%	41%	27%	23%	29%	35%	31%	27%
Fairly unimportant	(2)	53	10	25	8	2	8	35	2	2	30	6	17	10	3	23	13	2	13	35	49
		3%	2%	4%	3%	2%	4%	3%	3%	2%	4%	2%	3%	5%	2%	6%	2%	2%	3%	5%	3%
Very unimportant	(1)	17	11	3	-	2	1	15	-	*	9	1	7	1	-	1	10	3	1	2	12
		1%	2%	1%	-	2%	*	1%	-	*	1%	*	1%	1%	-	*	1%	3%	*	*	1%
NET: Unimportant		70	21	28	8	4	9	49	2	3	39	7	23	11	3	23	23	5	14	37	61
		4%	4%	5%	3%	4%	5%	4%	3%	3%	5%	2%	5%	5%	2%	6%	3%	4%	4%	5%	4%
Don't know		28	3	8	5	4	6	19	1	-	17	4	7	5	3	5	3	6	8	13	16
		2%	1%	1%	2%	4%	3%	2%	2%	-	2%	1%	1%	2%	2%	1%	*	4%	2%	2%	1%
Mean		3.63	3.64	3.62	3.60	3.67	3.61	3.63	3.64	3.65	3.61	3.71	3.60	3.58	3.55	3.60	3.69	3.58	3.56	3.58	3.64
Standard deviation		0.60	0.62	0.60	0.56	0.63	0.60	0.60	0.55	0.55	0.62	0.51	0.63	0.62	0.53	0.61	0.58	0.67	0.58	0.60	0.59
Standard error		0.01	0.03	0.03	0.05	0.05	0.04	0.02	0.07	0.05	0.02	0.03	0.03	0.04	0.04	0.03	0.02	0.06	0.03	0.02	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 52

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

The ability to easily find out how much energy you use (e.g. through an app or smart meter)

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1286	667	619	88	202	272	235	192	297	290	330	405	255	297	312	342	315	198	119
	77%	76%	79%	88%	81%	81%	74%	70%	75%	83%	76%	80%	75%	76%	77%	79%	74%	78%	79%
Very important	(4) 616	297	319	56	90	121	118	90	141	146	172	188	111	144	139	152	156	105	64
	37%	34%	40%	57%	36%	36%	37%	33%	35%	42%	40%	37%	33%	37%	34%	35%	37%	41%	42%
Fairly important	(3) 670	370	300	32	112	152	117	102	157	144	158	216	144	152	173	190	159	93	55
	40%	42%	38%	32%	45%	45%	37%	37%	39%	41%	36%	43%	43%	39%	42%	44%	37%	37%	37%
Fairly unimportant	(2) 260	144	116	6	28	36	60	57	73	34	65	68	61	66	65	57	75	36	26
	16%	16%	15%	6%	11%	11%	19%	21%	18%	10%	15%	13%	18%	17%	16%	13%	18%	14%	17%
Very unimportant	(1) 63	43	20	-	5	13	16	10	18	5	27	17	10	8	21	15	16	9	2
	4%	5%	3%	-	2%	4%	5%	4%	5%	2%	6%	3%	3%	2%	5%	3%	4%	4%	1%
NET: Unimportant	323	187	136	6	33	49	76	67	91	39	92	85	71	74	86	72	91	46	28
	19%	21%	17%	6%	13%	15%	24%	25%	23%	11%	21%	17%	21%	19%	21%	17%	21%	18%	19%
Don't know	60	27	33	6	14	13	6	13	9	20	11	17	12	21	9	19	18	10	4
	4%	3%	4%	6%	6%	4%	2%	5%	2%	6%	2%	3%	3%	5%	2%	4%	4%	4%	3%
Mean	3.14	3.08	3.22	3.54	3.22	3.18	3.08	3.05	3.08	3.31	3.13	3.17	3.09	3.17	3.08	3.16	3.12	3.20	3.23
Standard deviation	0.83	0.84	0.80	0.61	0.74	0.79	0.88	0.85	0.86	0.72	0.90	0.80	0.80	0.79	0.85	0.79	0.85	0.83	0.79
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.05	0.05	0.06

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 52

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

The ability to easily find out how much energy you use (e.g. through an app or smart meter)

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1286 77%	583 79%	163 83%	540 73%	380 82%	130 85%	168 83%	145 81%	86 81%	896 75%	880 78%	303 86%	96 83%	161 86%	23 94%	180 82%	329 74%
Very important	(4) 616 37%	272 37%	80 41%	263 36%	178 38%	61 40%	83 41%	64 36%	40 37%	430 36%	424 38%	158 45%	46 40%	75 40%	13 53%	102 47%	148 34%
Fairly important	(3) 670 40%	311 42%	83 42%	277 38%	202 43%	69 45%	86 42%	81 45%	47 44%	467 39%	455 40%	146 41%	50 43%	86 46%	10 41%	78 36%	181 41%
Fairly unimportant	(2) 260 16%	100 14%	25 13%	135 18%	55 12%	12 8%	23 11%	28 16%	14 13%	201 17%	175 16%	31 9%	14 12%	22 11%	-	20 9%	71 16%
Very unimportant	(1) 63 4%	26 4%	5 3%	32 4%	16 3%	4 3%	6 3%	5 3%	5 4%	45 4%	27 2%	10 3%	5 4%	3 2%	1 6%	15 7%	28 6%
NET: Unimportant	323 19%	126 17%	30 15%	167 23%	72 15%	16 11%	29 14%	32 18%	19 17%	246 21%	203 18%	41 12%	19 16%	25 13%	1 6%	35 16%	99 22%
Don't know	60 4%	28 4%	2 1%	30 4%	14 3%	7 4%	5 3%	1 1%	2 2%	45 4%	43 4%	10 3%	1 1%	2 1%	-	4 2%	14 3%
Mean	3.14	3.17	3.23	3.09	3.20	3.28	3.24	3.15	3.16	3.12	3.18	3.31	3.20	3.25	3.41	3.24	3.05
Standard deviation	0.83	0.80	0.77	0.86	0.79	0.74	0.77	0.77	0.82	0.83	0.79	0.75	0.81	0.73	0.80	0.89	0.88
Standard error	0.02	0.03	0.05	0.03	0.04	0.06	0.05	0.06	0.08	0.02	0.02	0.04	0.07	0.05	0.20	0.06	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 53

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

The ability to easily find out how much energy you use (e.g. through an app or smart meter)

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
NET: Important	1286	403	468	171	81	158	952	40	88	631	282	373	168	139	287	550	93	307	594	1144
	77%	73%	80%	76%	80%	81%	78%	74%	78%	76%	81%	75%	80%	83%	76%	76%	74%	81%	79%	78%
Very important	(4) 616	195	223	69	47	80	458	18	39	288	140	188	85	68	131	260	47	153	284	544
	37%	35%	38%	30%	47%	41%	37%	33%	35%	35%	40%	38%	41%	40%	35%	36%	37%	41%	38%	37%
Fairly important	(3) 670	208	245	102	34	79	494	23	49	344	142	185	82	71	156	290	46	153	310	600
	40%	38%	42%	45%	33%	40%	40%	42%	44%	42%	41%	37%	39%	42%	41%	40%	37%	41%	41%	41%
Fairly unimportant	(2) 260	107	83	43	9	18	195	5	18	135	47	78	28	19	58	129	18	47	105	234
	16%	19%	14%	19%	9%	9%	16%	10%	16%	16%	13%	16%	13%	11%	15%	18%	14%	12%	14%	16%
Very unimportant	(1) 63	29	18	4	6	6	41	6	3	27	11	26	4	6	18	29	5	9	27	56
	4%	5%	3%	2%	5%	3%	3%	10%	2%	3%	3%	5%	2%	3%	5%	4%	4%	2%	4%	4%
NET: Unimportant	323	135	101	46	14	24	236	11	21	162	57	104	32	24	76	158	23	56	132	290
	19%	25%	17%	21%	14%	12%	19%	20%	18%	20%	16%	21%	15%	15%	20%	22%	18%	15%	17%	20%
Don't know	60	13	18	9	6	12	40	3	4	33	9	17	10	4	14	12	10	14	28	40
	4%	2%	3%	4%	6%	6%	3%	5%	3%	4%	3%	4%	5%	3%	4%	2%	8%	4%	4%	3%
Mean	3.14	3.06	3.18	3.09	3.29	3.27	3.15	3.03	3.15	3.12	3.21	3.12	3.25	3.23	3.10	3.10	3.16	3.24	3.17	3.14
Standard deviation	0.83	0.88	0.80	0.76	0.86	0.78	0.82	0.95	0.78	0.81	0.79	0.87	0.76	0.79	0.84	0.84	0.85	0.77	0.81	0.82
Standard error	0.02	0.04	0.03	0.07	0.07	0.05	0.02	0.12	0.07	0.03	0.04	0.04	0.05	0.06	0.04	0.03	0.08	0.04	0.03	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 54

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

The ability to easily control how much energy you use (e.g. through an app or through another hand-held device)

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
NET: Important	1140 68%	580 66%	561 71%	84 84%	187 75%	261 78%	198 63%	171 63%	239 60%	270 77%	294 68%	355 70%	230 68%	262 67%	265 65%	305 71%	279 66%	183 72%	109 72%
Very important	(4) 532 32%	253 29%	279 35%	48 48%	87 35%	113 34%	100 32%	78 29%	107 27%	135 39%	146 34%	153 30%	103 30%	130 33%	117 29%	125 29%	142 33%	96 38%	52 35%
Fairly important	(3) 608 36%	326 37%	282 36%	36 36%	99 40%	148 44%	98 31%	93 34%	133 33%	136 39%	148 34%	201 40%	127 38%	132 34%	147 36%	180 42%	137 32%	87 34%	57 37%
Fairly unimportant	(2) 353 21%	202 23%	150 19%	10 10%	36 14%	48 14%	84 26%	65 24%	111 28%	45 13%	88 20%	98 19%	76 23%	90 23%	94 23%	81 19%	102 24%	46 18%	30 20%
Very unimportant	(1) 108 6%	68 8%	39 5%	- -	11 5%	12 4%	29 9%	20 7%	35 9%	11 3%	36 8%	31 6%	19 6%	21 5%	37 9%	24 6%	24 6%	15 6%	6 4%
NET: Unimportant	460 28%	271 31%	190 24%	10 10%	47 19%	61 18%	113 36%	85 31%	146 37%	57 16%	124 29%	129 25%	95 28%	111 28%	131 32%	106 24%	126 30%	61 24%	36 24%
Don't know	68 4%	32 4%	37 5%	6 6%	16 7%	13 4%	6 2%	16 6%	12 3%	22 6%	15 3%	24 5%	12 4%	18 5%	11 3%	22 5%	20 5%	10 4%	6 4%
Mean	2.98	2.90	3.07	3.41	3.12	3.12	2.86	2.90	2.81	3.20	2.96	2.99	2.96	2.99	2.87	2.99	2.98	3.08	3.07
Standard deviation	0.91	0.92	0.88	0.67	0.84	0.80	0.98	0.93	0.94	0.81	0.95	0.88	0.89	0.91	0.95	0.86	0.92	0.91	0.86
Standard error	0.02	0.03	0.03	0.08	0.05	0.04	0.05	0.06	0.05	0.05	0.04	0.04	0.06	0.05	0.05	0.04	0.04	0.06	0.07

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 54

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

The ability to easily control how much energy you use (e.g. through an app or through another hand-held device)

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device							
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these	
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487	
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443	
NET: Important	1140 68%	540 73%	139 71%	461 63%	356 76%	123 80%	166 82%	134 75%	78 73%	772 65%	791 70%	275 78%	91 79%	139 74%	22 91%	163 74%	281 63%	
Very important	(4) 32%	532 34%	253 37%	72 28%	208 35%	60 39%	78 38%	56 31%	31 29%	363 31%	366 33%	136 38%	43 37%	64 34%	10 40%	85 39%	133 30%	
Fairly important	(3) 36%	608 39%	287 34%	67 34%	254 42%	63 41%	89 44%	78 44%	47 44%	409 34%	424 38%	139 39%	48 41%	75 40%	12 52%	78 36%	148 33%	
Fairly unimportant	(2) 21%	353 18%	131 20%	39 25%	183 16%	75 12%	19 12%	24 12%	36 20%	21 20%	277 23%	236 21%	55 15%	12 11%	40 21%	-	30 14%	101 23%
Very unimportant	(1) 6%	108 5%	34 7%	14 8%	60 4%	18 3%	4 4%	7 3%	6 4%	4 4%	87 7%	52 5%	14 4%	10 8%	7 4%	2 9%	19 9%	44 10%
NET: Unimportant	460 28%	165 22%	52 27%	243 33%	93 20%	23 15%	31 15%	42 23%	26 24%	364 31%	288 26%	69 19%	22 19%	47 25%	2 9%	49 22%	145 33%	
Don't know	68 4%	32 4%	4 2%	32 4%	17 4%	7 4%	5 3%	3 2%	3 3%	51 4%	46 4%	10 3%	3 2%	3 1%	-	7 3%	17 4%	
Mean	2.98	3.08	3.03	2.86	3.11	3.22	3.20	3.05	3.01	2.92	3.02	3.15	3.10	3.06	3.23	3.08	2.87	
Standard deviation	0.91	0.86	0.93	0.94	0.82	0.78	0.79	0.81	0.82	0.93	0.87	0.84	0.91	0.84	0.85	0.95	0.97	
Standard error	0.02	0.03	0.06	0.03	0.04	0.06	0.06	0.06	0.08	0.03	0.03	0.04	0.09	0.06	0.21	0.07	0.05	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 55

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

The ability to easily control how much energy you use (e.g. through an app or through another hand-held device)

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched								
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever	
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531	
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474	
NET: Important	1140	334	425	162	80	136	846	34	81	550	255	335	143	126	256	493	79	269	525	1018	
	68%	61%	72%	71%	79%	70%	69%	62%	72%	67%	73%	68%	68%	75%	68%	69%	63%	71%	70%	69%	
Very important	(4)	532	157	204	59	44	398	15	35	246	122	164	73	63	111	226	38	136	246	473	
		32%	28%	35%	26%	44%	34%	32%	27%	31%	30%	33%	35%	37%	29%	31%	30%	36%	33%	32%	
Fairly important	(3)	608	177	221	103	36	448	19	47	304	133	171	70	63	145	267	41	133	278	545	
		36%	32%	38%	45%	35%	37%	35%	41%	37%	38%	35%	33%	38%	39%	37%	33%	35%	37%	37%	
Fairly unimportant	(2)	353	149	116	41	10	258	9	23	190	57	106	48	26	86	159	22	74	160	319	
		21%	27%	20%	18%	10%	21%	17%	21%	23%	16%	21%	23%	15%	23%	22%	17%	20%	21%	22%	
Very unimportant	(1)	108	48	27	16	5	79	7	4	48	23	36	8	11	25	47	13	19	44	91	
		6%	9%	5%	7%	5%	6%	12%	4%	6%	7%	7%	4%	6%	7%	7%	11%	5%	6%	6%	
NET: Unimportant		460	198	144	57	15	338	16	28	239	79	142	56	37	111	206	35	93	204	410	
		28%	36%	24%	25%	15%	27%	29%	25%	29%	23%	29%	27%	22%	29%	29%	28%	25%	27%	28%	
Don't know		68	20	20	7	6	44	5	4	38	14	16	10	5	10	20	11	16	26	46	
		4%	4%	3%	3%	6%	4%	9%	3%	5%	4%	3%	5%	3%	3%	3%	9%	4%	3%	3%	
Mean		2.98	2.83	3.06	2.93	3.26	3.06	2.98	2.84	3.02	2.95	3.06	2.97	3.04	3.10	2.93	2.96	2.90	3.07	3.00	2.98
Standard deviation		0.91	0.96	0.87	0.87	0.84	0.88	0.91	1.01	0.84	0.89	0.90	0.93	0.88	0.90	0.91	0.99	0.89	0.89	0.90	
Standard error		0.02	0.04	0.04	0.08	0.07	0.05	0.03	0.14	0.07	0.03	0.05	0.04	0.06	0.07	0.05	0.03	0.05	0.03	0.02	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 56

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Advice on how you can save energy and therefore save money

Base: All respondents responsible for paying bills

	Gender			Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154	
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151	
NET: Important	1301 78%	638 72%	663 84%	82 83%	175 70%	274 82%	239 75%	213 78%	319 80%	257 73%	324 75%	394 78%	272 81%	311 79%	308 76%	337 78%	326 77%	209 82%	121 80%	
Very important	(4) 38%	635 31%	277 45%	358 41%	40 30%	75 30%	124 37%	123 39%	117 43%	155 39%	115 33%	149 34%	170 34%	155 46%	161 41%	148 36%	152 35%	171 40%	101 40%	63 42%
Fairly important	(3) 40%	666 41%	360 39%	306 42%	42 40%	100 40%	150 45%	116 37%	96 35%	163 41%	141 40%	176 41%	223 44%	117 35%	150 38%	160 39%	185 43%	156 37%	108 42%	58 38%
Fairly unimportant	(2) 16%	263 20%	180 10%	83 10%	9 9%	52 21%	42 13%	56 18%	45 16%	59 15%	61 17%	82 19%	75 15%	48 14%	57 15%	71 17%	77 18%	65 15%	30 12%	20 13%
Very unimportant	(1) 4%	67 5%	46 3%	21 3%	2 3%	11 4%	12 4%	18 6%	8 3%	16 4%	13 4%	19 4%	24 5%	14 4%	10 3%	20 5%	11 2%	19 4%	12 5%	7 4%
NET: Unimportant	330 20%	226 26%	104 13%	11 12%	62 25%	54 16%	74 23%	53 19%	76 19%	74 21%	101 23%	99 20%	62 18%	68 17%	91 22%	87 20%	83 20%	42 17%	27 18%	
Don't know	38 2%	18 2%	20 3%	6 6%	13 5%	6 2%	5 1%	6 2%	3 1%	19 5%	8 2%	14 3%	3 1%	13 3%	8 2%	8 2%	15 3%	3 1%	4 3%	
Mean	3.15	3.01	3.30	3.28	3.01	3.18	3.10	3.21	3.16	3.09	3.07	3.10	3.23	3.22	3.09	3.13	3.17	3.19	3.20	
Standard deviation	0.83	0.86	0.77	0.75	0.85	0.79	0.89	0.83	0.83	0.83	0.85	0.83	0.85	0.80	0.86	0.79	0.85	0.82	0.84	
Standard error	0.02	0.03	0.03	0.09	0.05	0.04	0.05	0.05	0.04	0.05	0.03	0.04	0.06	0.04	0.04	0.04	0.04	0.05	0.07	

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 56

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Advice on how you can save energy and therefore save money

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
NET: Important	1301 78%	560 76%	165 85%	576 78%	365 78%	119 78%	162 80%	149 84%	85 80%	926 78%	898 80%	279 79%	90 77%	152 80%	22 91%	170 77%	329 74%
Very important	(4) 635 38%	266 36%	84 43%	284 39%	175 37%	62 40%	77 38%	70 39%	36 34%	454 38%	438 39%	129 36%	53 45%	77 41%	9 38%	81 37%	160 36%
Fairly important	(3) 666 40%	293 40%	81 41%	291 40%	190 41%	57 37%	85 42%	79 44%	49 46%	472 40%	460 41%	151 43%	37 32%	75 40%	13 53%	88 40%	169 38%
Fairly unimportant	(2) 263 16%	123 17%	27 14%	112 15%	67 14%	21 14%	27 13%	22 12%	16 15%	193 16%	156 14%	51 14%	16 14%	30 16%	1 3%	35 16%	87 20%
Very unimportant	(1) 67 4%	33 4%	1 1%	33 5%	23 5%	7 4%	9 5%	8 4%	4 4%	42 4%	43 4%	15 4%	9 8%	6 3%	1 6%	10 5%	19 4%
NET: Unimportant	330 20%	156 21%	28 14%	146 20%	90 19%	28 18%	36 18%	29 16%	20 19%	235 20%	199 18%	66 19%	25 22%	36 19%	2 9%	46 21%	105 24%
Don't know	38 2%	21 3%	2 1%	15 2%	11 2%	6 4%	4 2%	- -	1 1%	26 2%	28 2%	9 2%	1 1%	1 *	- -	4 2%	8 2%
Mean	3.15	3.11	3.28	3.15	3.13	3.18	3.16	3.19	3.11	3.15	3.18	3.14	3.16	3.18	3.24	3.12	3.08
Standard deviation	0.83	0.85	0.73	0.84	0.85	0.85	0.83	0.81	0.80	0.83	0.82	0.82	0.94	0.82	0.79	0.85	0.86
Standard error	0.02	0.03	0.04	0.03	0.04	0.07	0.06	0.06	0.08	0.02	0.02	0.04	0.09	0.06	0.20	0.06	0.04

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 57

Q6. Thinking again about what you would like to see from an energy company, how important or unimportant is it that an energy company provides each of the following products or services?

Advice on how you can save energy and therefore save money

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
NET: Important	1301	416	464	186	85	146	970	40	79	663	273	365	154	124	285	587	97	278	563	1150
	78%	75%	79%	82%	84%	75%	79%	74%	70%	80%	78%	74%	73%	74%	76%	82%	77%	74%	75%	78%
Very important	(4) 635	200	226	88	51	68	488	15	36	312	147	177	72	49	132	299	53	121	253	552
	38%	36%	38%	39%	50%	35%	40%	27%	32%	38%	42%	36%	34%	29%	35%	42%	42%	32%	33%	37%
Fairly important	(3) 666	216	238	99	34	78	482	26	44	352	126	188	82	76	153	288	44	157	311	599
	40%	39%	40%	44%	34%	40%	39%	47%	39%	43%	36%	38%	39%	45%	41%	40%	35%	42%	41%	41%
Fairly unimportant	(2) 263	99	95	27	10	31	185	10	29	111	61	91	42	35	66	100	14	77	143	243
	16%	18%	16%	12%	10%	16%	15%	18%	26%	13%	17%	18%	20%	21%	17%	14%	11%	21%	19%	17%
Very unimportant	(1) 67	32	16	8	3	8	49	1	4	29	10	28	5	5	20	28	8	9	29	57
	4%	6%	3%	4%	3%	4%	4%	2%	3%	4%	3%	6%	2%	3%	5%	4%	6%	2%	4%	4%
NET: Unimportant	330	131	111	34	13	39	234	11	33	140	71	119	47	40	86	127	21	87	172	300
	20%	24%	19%	15%	12%	20%	19%	21%	29%	17%	20%	24%	22%	24%	23%	18%	17%	23%	23%	20%
Don't know	38	5	13	5	4	10	24	3	*	23	5	10	9	3	6	5	8	12	18	23
	2%	1%	2%	2%	3%	5%	2%	5%	*	3%	2%	2%	4%	2%	2%	1%	6%	3%	2%	2%
Mean	3.15	3.07	3.17	3.20	3.37	3.11	3.17	3.05	2.99	3.18	3.19	3.06	3.10	3.03	3.07	3.20	3.20	3.07	3.07	3.13
Standard deviation	0.83	0.88	0.80	0.79	0.78	0.84	0.83	0.76	0.85	0.80	0.83	0.88	0.81	0.79	0.86	0.82	0.89	0.80	0.83	0.83
Standard error	0.02	0.04	0.03	0.07	0.07	0.05	0.02	0.10	0.08	0.03	0.04	0.04	0.06	0.06	0.04	0.03	0.08	0.04	0.03	0.02

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 58
Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment?
- the BIGGEST problem

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
They are focused too much on profits	911 55%	488 55%	423 54%	35 36%	124 50%	190 57%	194 61%	162 59%	206 52%	159 46%	226 52%	279 55%	200 59%	206 53%	201 49%	237 55%	237 56%	150 59%	85 56%
They are not transparent enough about their actions or finances	168 10%	97 11%	70 9%	7 7%	23 9%	29 9%	29 9%	28 10%	51 13%	31 9%	48 11%	53 10%	30 9%	37 9%	57 14%	46 11%	28 7%	23 9%	13 9%
The information they provide is hard to understand	161 10%	68 8%	93 12%	10 10%	28 11%	32 9%	21 7%	30 11%	40 10%	38 11%	43 10%	48 9%	28 8%	42 11%	42 10%	35 8%	44 10%	25 10%	13 9%
They do not listen to their customers	119 7%	58 7%	61 8%	10 10%	21 8%	20 6%	24 8%	21 8%	23 6%	31 9%	35 8%	30 6%	26 8%	29 7%	32 8%	27 6%	26 6%	21 8%	12 8%
They are all big corporate brands that lack personality	103 6%	57 6%	46 6%	9 9%	7 3%	22 7%	18 6%	13 5%	33 8%	16 5%	21 5%	38 7%	18 5%	25 6%	18 4%	35 8%	31 7%	9 4%	9 6%
They are not concerned enough about the environment	65 4%	36 4%	29 4%	7 7%	16 7%	12 4%	10 3%	6 2%	14 3%	23 7%	19 4%	17 3%	15 4%	14 4%	14 4%	17 4%	20 5%	8 3%	6 4%
There is a lack of choice of which supplier I can choose	57 3%	36 4%	21 3%	9 9%	14 6%	14 4%	7 2%	5 2%	9 2%	23 7%	20 5%	12 2%	8 3%	17 4%	12 3%	18 4%	13 3%	10 4%	5 3%
None of the above	85 5%	42 5%	43 6%	12 12%	16 7%	17 5%	13 4%	6 2%	20 5%	28 8%	20 5%	30 6%	12 4%	24 6%	29 7%	17 4%	26 6%	7 3%	7 5%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 58

Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment? - the BIGGEST problem

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
They are focused too much on profits	911 55%	403 55%	110 56%	398 54%	250 54%	69 45%	106 52%	100 56%	59 55%	653 55%	607 54%	185 52%	53 46%	100 53%	13 56%	107 49%	254 57%
They are not transparent enough about their actions or finances	168 10%	65 9%	25 13%	78 11%	41 9%	16 10%	20 10%	15 8%	5 5%	125 10%	112 10%	34 10%	16 14%	21 11%	1 6%	22 10%	40 9%
The information they provide is hard to understand	161 10%	69 9%	20 10%	71 10%	45 10%	21 14%	24 12%	9 5%	7 7%	116 10%	111 10%	26 7%	15 13%	21 11%	1 5%	21 10%	43 10%
They do not listen to their customers	119 7%	57 8%	13 7%	50 7%	32 7%	12 8%	10 5%	19 10%	5 5%	85 7%	83 7%	26 7%	4 4%	12 6%	1 5%	15 7%	28 6%
They are all big corporate brands that lack personality	103 6%	41 6%	10 5%	52 7%	32 7%	14 9%	16 8%	12 7%	8 8%	71 6%	72 6%	28 8%	8 7%	8 4%	7 29%	21 10%	25 6%
They are not concerned enough about the environment	65 4%	29 4%	7 3%	30 4%	25 5%	12 8%	5 3%	12 7%	10 9%	38 3%	46 4%	18 5%	11 10%	9 5%	-	13 6%	13 3%
There is a lack of choice of which supplier I can choose	57 3%	36 5%	3 1%	19 3%	19 4%	4 2%	13 6%	8 5%	3 3%	38 3%	43 4%	16 5%	6 5%	12 6%	-	10 5%	12 3%
None of the above	85 5%	37 5%	8 4%	40 5%	22 5%	6 4%	7 4%	4 2%	9 8%	63 5%	51 5%	20 6%	2 2%	6 3%	-	9 4%	27 6%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 59

Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment? - the BIGGEST problem

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
They are focused too much on profits	911	284	340	137	49	98	683	25	68	421	194	296	115	79	213	409	70	194	406	815
	55%	51%	58%	61%	48%	50%	56%	45%	60%	51%	56%	60%	55%	47%	56%	57%	56%	51%	54%	55%
They are not transparent enough about their actions or finances	168	61	64	8	12	22	122	2	10	81	39	48	15	22	36	72	12	37	73	145
	10%	11%	11%	3%	12%	12%	10%	4%	9%	10%	11%	10%	7%	13%	9%	10%	10%	10%	10%	10%
The information they provide is hard to understand	161	64	59	13	8	16	116	12	9	92	36	33	22	22	41	62	8	44	85	147
	10%	12%	10%	6%	8%	8%	9%	22%	8%	11%	10%	7%	10%	13%	11%	9%	7%	12%	11%	10%
They do not listen to their customers	119	36	40	20	9	15	84	7	10	52	31	36	15	14	22	55	7	29	51	107
	7%	6%	7%	9%	9%	8%	7%	12%	9%	6%	9%	7%	7%	8%	6%	8%	5%	8%	7%	7%
They are all big corporate brands that lack personality	103	47	22	20	5	8	77	3	6	53	21	29	16	10	21	44	7	26	47	91
	6%	9%	4%	9%	5%	4%	6%	6%	6%	6%	6%	6%	7%	6%	5%	6%	6%	7%	6%	6%
They are not concerned enough about the environment	65	21	18	8	5	13	43	2	4	39	7	19	6	3	21	25	5	10	30	56
	4%	4%	3%	4%	5%	7%	4%	3%	3%	5%	2%	4%	3%	2%	6%	4%	4%	3%	4%	4%
There is a lack of choice of which supplier I can choose	57	19	22	5	4	8	38	4	4	29	9	20	13	11	12	19	3	24	36	54
	3%	3%	4%	2%	4%	4%	3%	7%	4%	3%	2%	4%	6%	7%	3%	3%	2%	6%	5%	4%
None of the above	85	21	25	16	8	14	64	*	2	58	12	15	8	6	12	32	13	14	26	58
	5%	4%	4%	7%	8%	7%	5%	1%	2%	7%	4%	3%	4%	4%	3%	5%	10%	4%	3%	4%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 60

**Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment?
- the SECOND BIGGEST problem**

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
They are not transparent enough about their actions or finances	414 25%	221 25%	193 24%	13 14%	58 23%	81 24%	79 25%	68 25%	116 29%	71 20%	115 27%	136 27%	67 20%	95 24%	93 23%	111 26%	91 21%	70 27%	49 32%
They are focused too much on profits	296 18%	149 17%	147 19%	17 17%	48 19%	62 19%	59 19%	39 15%	71 18%	65 19%	70 16%	96 19%	62 18%	69 18%	87 21%	71 16%	68 16%	49 19%	21 14%
They do not listen to their customers	223 13%	106 12%	117 15%	10 10%	33 13%	50 15%	47 15%	44 16%	38 10%	44 12%	48 11%	62 12%	47 14%	66 17%	48 12%	53 12%	68 16%	30 12%	24 16%
They are all big corporate brands that lack personality	219 13%	123 14%	96 12%	4 4%	22 9%	37 11%	45 14%	49 18%	63 16%	25 7%	56 13%	53 10%	57 17%	53 13%	45 11%	53 12%	62 15%	38 15%	20 13%
The information they provide is hard to understand	178 11%	86 10%	92 12%	12 12%	24 10%	34 10%	33 10%	32 12%	42 11%	36 10%	55 13%	49 10%	42 13%	32 8%	46 11%	58 13%	38 9%	24 9%	12 8%
There is a lack of choice of which supplier I can choose	102 6%	70 8%	32 4%	13 13%	11 5%	27 8%	15 5%	17 6%	18 5%	25 7%	33 8%	33 6%	20 6%	15 4%	21 5%	27 6%	29 7%	20 8%	5 3%
They are not concerned enough about the environment	93 6%	45 5%	48 6%	10 10%	21 9%	18 5%	14 5%	12 5%	17 4%	31 9%	22 5%	32 6%	13 4%	27 7%	24 6%	25 6%	28 6%	10 4%	6 4%
None of the above	144 9%	81 9%	63 8%	20 20%	32 13%	26 8%	25 8%	10 4%	32 8%	52 15%	34 8%	47 9%	29 9%	34 9%	42 10%	34 8%	42 10%	13 5%	13 9%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 60

**Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment?
- the SECOND BIGGEST problem**

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
They are not transparent enough about their actions or finances	414 25%	161 22%	44 22%	209 28%	109 23%	24 16%	44 22%	47 26%	25 24%	298 25%	257 23%	90 25%	24 21%	61 33%	5 22%	46 21%	129 29%
They are focused too much on profits	296 18%	129 17%	45 23%	123 17%	85 18%	32 21%	41 20%	33 19%	24 22%	211 18%	214 19%	61 17%	21 18%	27 14%	3 11%	40 18%	62 14%
They do not listen to their customers	223 13%	105 14%	27 14%	91 12%	56 12%	20 13%	29 14%	16 9%	10 9%	164 14%	165 15%	46 13%	16 14%	27 15%	6 27%	25 12%	49 11%
They are all big corporate brands that lack personality	219 13%	93 13%	26 13%	100 14%	52 11%	18 11%	26 13%	24 13%	8 7%	167 14%	138 12%	26 7%	13 11%	15 8%	1 3%	23 11%	71 16%
The information they provide is hard to understand	178 11%	77 11%	19 10%	81 11%	47 10%	18 12%	22 11%	19 10%	9 9%	128 11%	125 11%	46 13%	15 13%	24 13%	1 5%	30 14%	41 9%
There is a lack of choice of which supplier I can choose	102 6%	59 8%	11 5%	32 4%	42 9%	10 6%	15 7%	16 9%	13 12%	60 5%	72 6%	29 8%	13 11%	10 5%	2 7%	20 9%	23 5%
They are not concerned enough about the environment	93 6%	48 6%	11 6%	35 5%	25 5%	9 6%	12 6%	10 6%	3 3%	66 6%	69 6%	26 7%	8 7%	10 6%	6 25%	17 8%	18 4%
None of the above	144 9%	66 9%	14 7%	65 9%	50 11%	23 15%	13 6%	14 8%	15 14%	94 8%	85 8%	30 9%	7 6%	13 7%	-	18 8%	48 11%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 61

Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment? - the SECOND BIGGEST problem

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
They are not transparent enough about their actions or finances	414 25%	140 25%	149 25%	51 23%	24 24%	48 24%	315 26%	14 27%	28 25%	184 22%	90 26%	139 28%	51 24%	39 23%	104 28%	184 26%	27 22%	90 24%	194 26%	378 26%
They are focused too much on profits	296 18%	95 17%	106 18%	46 20%	16 16%	32 16%	216 18%	10 19%	21 18%	143 17%	63 18%	90 18%	25 12%	39 23%	59 16%	135 19%	18 14%	64 17%	123 16%	258 18%
They do not listen to their customers	223 13%	59 11%	83 14%	38 17%	13 12%	29 15%	177 14%	4 8%	14 12%	113 14%	50 14%	59 12%	31 15%	17 10%	43 11%	104 14%	17 14%	48 13%	91 12%	195 13%
They are all big corporate brands that lack personality	219 13%	84 15%	70 12%	28 12%	18 17%	19 10%	151 12%	8 15%	16 14%	117 14%	45 13%	57 12%	28 13%	12 7%	52 14%	102 14%	16 13%	40 11%	93 12%	194 13%
The information they provide is hard to understand	178 11%	62 11%	71 12%	13 6%	9 9%	21 11%	123 10%	6 11%	13 12%	87 11%	47 13%	43 9%	22 10%	22 13%	53 14%	67 9%	10 8%	44 12%	97 13%	164 11%
There is a lack of choice of which supplier I can choose	102 6%	40 7%	36 6%	15 6%	3 3%	8 4%	73 6%	2 3%	11 9%	36 4%	23 6%	43 9%	12 6%	15 9%	29 8%	36 5%	9 7%	27 7%	56 7%	92 6%
They are not concerned enough about the environment	93 6%	30 5%	28 5%	14 6%	8 8%	13 7%	64 5%	6 12%	4 4%	51 6%	11 3%	32 6%	17 8%	11 7%	19 5%	36 5%	8 6%	28 7%	48 6%	84 6%
None of the above	144 9%	42 8%	44 7%	22 10%	10 10%	25 13%	109 9%	3 6%	6 6%	95 11%	19 5%	30 6%	23 11%	13 7%	16 4%	57 8%	21 16%	36 10%	53 7%	110 7%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 62

Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment? - the THIRD BIGGEST problem

Base: All respondents responsible for paying bills

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
They are not transparent enough about their actions or finances	337 20%	172 20%	164 21%	20 20%	45 18%	53 16%	61 19%	71 26%	88 22%	65 19%	95 22%	107 21%	69 20%	66 17%	84 21%	76 18%	87 20%	61 24%	29 19%
They do not listen to their customers	259 16%	143 16%	116 15%	12 12%	30 12%	71 21%	58 18%	38 14%	50 13%	42 12%	66 15%	66 13%	61 18%	66 17%	67 17%	64 15%	57 13%	40 16%	31 20%
They are all big corporate brands that lack personality	242 14%	122 14%	120 15%	5 5%	29 11%	37 11%	50 16%	54 20%	67 17%	34 10%	53 12%	86 17%	46 14%	57 15%	58 14%	52 12%	63 15%	43 17%	26 17%
The information they provide is hard to understand	236 14%	119 14%	117 15%	7 7%	46 18%	45 13%	45 14%	28 10%	64 16%	53 15%	57 13%	64 13%	57 17%	58 15%	57 14%	71 16%	55 13%	40 16%	14 9%
They are focused too much on profits	153 9%	88 10%	65 8%	12 12%	10 4%	34 10%	19 6%	30 11%	47 12%	23 6%	40 9%	41 8%	25 8%	46 12%	21 5%	43 10%	54 13%	23 9%	12 8%
They are not concerned enough about the environment	139 8%	63 7%	76 10%	9 9%	29 12%	21 6%	30 9%	26 10%	24 6%	38 11%	41 9%	46 9%	22 6%	30 8%	36 9%	44 10%	28 7%	17 7%	14 10%
There is a lack of choice of which supplier I can choose	99 6%	65 7%	33 4%	8 8%	15 6%	30 9%	21 7%	8 3%	17 4%	23 6%	28 7%	37 7%	17 5%	17 4%	22 5%	34 8%	24 6%	10 4%	8 5%
None of the above	206 12%	110 13%	95 12%	26 26%	47 19%	44 13%	32 10%	18 7%	40 10%	72 21%	53 12%	60 12%	41 12%	52 13%	61 15%	49 11%	56 13%	22 9%	17 11%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 62
Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment?
- the THIRD BIGGEST problem

Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/ Face-book Places	Twitter	Google+ Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
They are not transparent enough about their actions or finances	337 20%	140 19%	44 23%	152 21%	71 15%	26 17%	33 16%	25 14%	17 16%	264 22%	240 21%	68 19%	27 23%	29 15%	4 16%	41 19%	73 16%
They do not listen to their customers	259 16%	133 18%	23 12%	103 14%	73 16%	15 10%	31 15%	34 19%	25 23%	179 15%	167 15%	53 15%	10 9%	26 14%	1 3%	36 16%	76 17%
They are all big corporate brands that lack personality	242 14%	98 13%	27 14%	116 16%	58 12%	19 12%	23 11%	20 11%	14 13%	183 15%	171 15%	37 11%	14 12%	26 14%	1 5%	24 11%	58 13%
The information they provide is hard to understand	236 14%	97 13%	35 18%	104 14%	76 16%	22 14%	38 19%	28 16%	11 10%	159 13%	160 14%	55 15%	22 19%	24 13%	6 27%	30 14%	66 15%
They are focused too much on profits	153 9%	54 7%	19 10%	80 11%	36 8%	13 9%	14 7%	16 9%	5 5%	113 10%	105 9%	32 9%	14 12%	22 11%	3 13%	20 9%	36 8%
They are not concerned enough about the environment	139 8%	61 8%	21 11%	57 8%	37 8%	8 5%	16 8%	15 8%	9 8%	102 9%	93 8%	30 9%	10 9%	19 10%	3 11%	25 11%	40 9%
There is a lack of choice of which supplier I can choose	99 6%	56 8%	8 4%	35 5%	43 9%	19 13%	21 10%	16 9%	6 6%	56 5%	63 6%	31 9%	6 5%	20 11%	6 25%	17 8%	27 6%
None of the above	206 12%	99 13%	17 9%	89 12%	73 16%	31 20%	27 13%	24 14%	19 18%	133 11%	126 11%	48 14%	12 10%	22 12%	-	27 12%	66 15%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 63
Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment? - the THIRD BIGGEST problem

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
They are not transparent enough about their actions or finances	337 20%	128 23%	108 18%	47 21%	18 18%	33 17%	236 19%	14 25%	26 24%	150 18%	80 23%	107 22%	33 16%	37 22%	76 20%	142 20%	31 25%	70 19%	146 19%	288 20%
They do not listen to their customers	259 16%	84 15%	97 17%	34 15%	12 12%	30 16%	193 16%	5 8%	20 18%	119 14%	47 13%	94 19%	24 12%	27 16%	62 16%	121 17%	16 13%	51 14%	113 15%	234 16%
They are all big corporate brands that lack personality	242 14%	68 12%	88 15%	39 17%	17 17%	29 15%	183 15%	12 22%	17 15%	113 14%	51 15%	77 16%	33 16%	18 11%	45 12%	125 17%	13 10%	51 14%	97 13%	222 15%
The information they provide is hard to understand	236 14%	83 15%	75 13%	40 18%	12 12%	26 13%	170 14%	10 18%	17 15%	127 15%	51 15%	58 12%	33 16%	28 17%	55 14%	91 13%	19 15%	61 16%	115 15%	207 14%
They are focused too much on profits	153 9%	56 10%	48 8%	16 7%	12 12%	22 11%	119 10%	6 11%	6 5%	83 10%	33 10%	37 7%	23 11%	11 6%	41 11%	68 9%	9 7%	34 9%	75 10%	143 10%
They are not concerned enough about the environment	139 8%	42 8%	63 11%	10 4%	10 10%	13 7%	100 8%	2 3%	10 9%	75 9%	25 7%	39 8%	17 8%	18 11%	37 10%	55 8%	8 6%	35 9%	72 10%	127 9%
There is a lack of choice of which supplier I can choose	99 6%	33 6%	39 7%	10 5%	6 6%	10 5%	71 6%	2 3%	4 4%	36 4%	28 8%	35 7%	15 7%	7 4%	29 8%	39 5%	7 5%	22 6%	51 7%	90 6%
None of the above	206 12%	60 11%	70 12%	30 13%	14 14%	31 16%	156 13%	4 8%	12 11%	124 15%	34 10%	47 10%	31 15%	22 13%	33 9%	79 11%	23 19%	52 14%	85 11%	163 11%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 64

**Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment?
- the FIRST/SECOND/THIRD BIGGEST problem**

Base: All respondents responsible for paying bills

	Gender			Age						Social Class					Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1732	859	873	72	264	346	348	278	424	336	634	485	230	383	427	444	450	257	154
Weighted base	1669	882	787	99	250	334	317	272	397	349	433	507	337	391	407	433	424	254	151
They are focused too much on profits	1360 82%	725 82%	635 81%	65 65%	182 73%	286 86%	273 86%	231 85%	324 82%	247 71%	336 78%	416 82%	287 85%	321 82%	309 76%	351 81%	359 85%	223 88%	118 78%
They are not transparent enough about their actions or finances	918 55%	490 56%	428 54%	41 41%	126 50%	162 49%	168 53%	166 61%	255 64%	167 48%	258 60%	296 58%	166 49%	198 50%	235 58%	234 54%	205 48%	153 60%	91 60%
They do not listen to their customers	601 36%	307 35%	294 37%	33 33%	84 34%	141 42%	129 41%	104 38%	111 28%	117 33%	149 34%	157 31%	134 40%	161 41%	147 36%	144 33%	152 36%	91 36%	67 44%
The information they provide is hard to understand	574 34%	272 31%	302 38%	29 29%	98 39%	110 33%	99 31%	90 33%	147 37%	127 36%	155 36%	161 32%	127 38%	131 33%	145 36%	164 38%	136 32%	89 35%	40 26%
They are all big corporate brands that lack personality	563 34%	302 34%	261 33%	18 18%	57 23%	96 29%	114 36%	116 43%	163 41%	75 22%	131 30%	177 35%	121 36%	135 34%	121 30%	141 32%	156 37%	90 36%	55 36%
They are not concerned enough about the environment	297 18%	144 16%	153 19%	25 26%	67 27%	51 15%	55 17%	45 16%	55 14%	92 26%	82 19%	95 19%	49 15%	71 18%	75 18%	86 20%	75 18%	35 14%	27 18%
There is a lack of choice of which supplier I can choose	258 15%	171 19%	86 11%	30 30%	40 16%	70 21%	43 13%	30 11%	44 11%	70 20%	82 19%	82 16%	46 14%	49 12%	56 14%	78 18%	66 16%	40 16%	18 12%
None of the above	85 5%	42 5%	43 6%	12 12%	16 7%	17 5%	13 4%	6 2%	20 5%	28 8%	20 5%	30 6%	12 4%	24 6%	29 7%	17 4%	26 6%	7 3%	7 5%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 64
Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment?
- the FIRST/SECOND/THIRD BIGGEST problem
Base: All respondents responsible for paying bills

	Working status				Children						Social Media On Any Device						
	Total	Work Full-time	Work Part-time	Not working	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No	Face-book/Face-book Places	Twitter	Google+ Google Latitude	Link-edIn	My-Space	Other	None of these
Unweighted base	1732	709	265	758	469	153	203	183	105	1252	1134	374	118	207	16	218	487
Weighted base	1669	737	195	737	466	153	202	179	107	1188	1125	354	116	189	24	219	443
They are focused too much on profits	1360 82%	585 79%	174 89%	601 82%	371 80%	114 74%	161 80%	149 84%	87 82%	977 82%	926 82%	278 78%	88 76%	149 79%	19 80%	167 76%	352 80%
They are not transparent enough about their actions or finances	918 55%	365 50%	113 58%	439 60%	220 47%	66 43%	97 48%	87 49%	48 45%	686 58%	608 54%	192 54%	67 58%	111 59%	11 45%	109 50%	242 55%
They do not listen to their customers	601 36%	295 40%	63 32%	244 33%	161 34%	47 31%	70 35%	68 38%	40 37%	428 36%	415 37%	125 35%	31 26%	66 35%	8 35%	76 35%	154 35%
The information they provide is hard to understand	574 34%	243 33%	74 38%	257 35%	167 36%	61 40%	84 41%	56 32%	28 26%	403 34%	396 35%	127 36%	51 44%	69 37%	9 37%	81 37%	151 34%
They are all big corporate brands that lack personality	563 34%	232 31%	63 32%	268 36%	142 31%	51 33%	66 33%	56 31%	30 28%	420 35%	381 34%	91 26%	35 30%	50 26%	9 36%	69 31%	155 35%
They are not concerned enough about the environment	297 18%	138 19%	39 20%	121 16%	87 19%	29 19%	34 17%	37 21%	21 20%	206 17%	208 19%	74 21%	30 25%	38 20%	9 36%	56 25%	71 16%
There is a lack of choice of which supplier I can choose	258 15%	150 20%	21 11%	87 12%	104 22%	33 21%	48 24%	40 23%	23 21%	154 13%	178 16%	76 21%	25 21%	42 22%	8 32%	47 21%	62 14%
None of the above	85 5%	37 5%	8 4%	40 5%	22 5%	6 4%	7 4%	4 2%	9 8%	63 5%	51 5%	20 6%	2 2%	6 3%	-	9 4%	27 6%

Energy Suppliers Survey

ONLINE Fieldwork : 5th - 7th February 2014

Absolutes/col percents

Table 65

**Q7. Thinking about energy companies, apart from general energy prices, which of the following, if any, do you think are the biggest problems with energy companies at the moment?
- the FIRST/SECOND/THIRD BIGGEST problem**

Base: All respondents responsible for paying bills

	Tenure						Supplier			Most trusted			Last switched							
	Total	Own outright	Own mortgage	Rented council	Rented HA	Rented other	Big Six	Supermarket	Independent	Big Six	Supermarket	Independent	Less than six months ago	At least six months ago but less than 12 months ago	At least one year ago, but less than three years ago	Three years ago or more	I didn't choose it / I have always used my current supplier	NET: In the last year	NET: In the last three years	NET: Ever
Unweighted base	1732	605	568	131	140	279	1262	61	128	845	356	531	226	168	406	731	132	394	800	1531
Weighted base	1669	552	588	226	101	195	1228	54	113	827	349	494	209	168	377	719	126	377	754	1474
They are focused too much on profits	1360 82%	435 79%	494 84%	199 88%	76 75%	152 78%	1018 83%	41 75%	94 84%	646 78%	291 84%	423 86%	164 78%	128 76%	313 83%	612 85%	97 77%	291 77%	604 80%	1216 83%
They are not transparent enough about their actions or finances	918 55%	328 60%	321 55%	106 47%	55 54%	103 53%	673 55%	30 56%	64 57%	416 50%	209 60%	294 59%	99 47%	98 58%	216 57%	398 55%	71 56%	197 52%	413 55%	811 55%
They do not listen to their customers	601 36%	178 32%	220 37%	92 40%	34 33%	75 39%	454 37%	15 28%	44 39%	285 34%	128 37%	188 38%	70 33%	59 35%	127 34%	280 39%	40 32%	129 34%	256 34%	535 36%
The information they provide is hard to understand	574 34%	208 38%	206 35%	66 29%	29 29%	63 32%	409 33%	28 51%	39 35%	307 37%	133 38%	134 27%	76 36%	73 43%	148 39%	220 31%	37 29%	149 39%	297 39%	517 35%
They are all big corporate brands that lack personality	563 34%	199 36%	180 31%	86 38%	40 39%	56 29%	412 34%	23 43%	39 35%	284 34%	117 34%	163 33%	77 37%	41 24%	119 31%	271 38%	36 28%	118 31%	236 31%	507 34%
They are not concerned enough about the environment	297 18%	92 17%	110 19%	32 14%	24 23%	39 20%	207 17%	10 18%	18 16%	165 20%	43 12%	90 18%	40 19%	33 20%	77 20%	116 16%	21 17%	73 19%	150 20%	267 18%
There is a lack of choice of which supplier I can choose	258 15%	92 17%	97 16%	29 13%	14 13%	25 13%	182 15%	7 14%	19 17%	101 12%	60 17%	97 20%	39 19%	33 20%	70 19%	94 13%	19 15%	73 19%	143 19%	236 16%
None of the above	85 5%	21 4%	25 4%	16 7%	8 8%	14 7%	64 5%	* 1%	2 2%	58 7%	12 4%	15 3%	8 4%	6 4%	12 3%	32 5%	13 10%	14 4%	26 3%	58 4%