

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 1

Q1. Please rate the service provided by each of the following organisations: Summary

Absolutes/col percents

Base : All respondents

	Your bank	Your insurance company	Your gas provider	Your electricity provider	Your water provider	Your internet provider/ broadband provider	Your mobile phone provider	Your landline telephone provider	Your local supermarket
Unweighted Base	2039	2039	2039	2039	2039	2039	2039	2039	2039
Weighted Base	2039	2039	2039	2039	2039	2039	2039	2039	2039
SUM: Poor service	225 11%	151 7%	168 8%	186 9%	184 9%	225 11%	130 6%	148 7%	92 4%
Very poor service	(1) 63 3%	37 2%	42 2%	45 2%	55 3%	58 3%	37 2%	47 2%	22 1%
Fairly poor service	(2) 163 8%	114 6%	126 6%	142 7%	129 6%	167 8%	92 5%	102 5%	70 3%
Neither poor nor good service	(3) 307 15%	500 25%	489 24%	557 27%	524 26%	332 16%	311 15%	366 18%	240 12%
Fairly good service	(4) 828 41%	740 36%	686 34%	774 38%	771 38%	829 41%	791 39%	773 38%	847 42%
Very good service	(5) 664 33%	395 19%	386 19%	439 22%	454 22%	627 31%	729 36%	612 30%	844 41%
SUM: Good service	1491 73%	1135 56%	1071 53%	1213 60%	1225 60%	1455 71%	1520 75%	1385 68%	1691 83%
Not applicable	16 1%	253 12%	310 15%	83 4%	107 5%	27 1%	79 4%	140 7%	16 1%
Mean	3.92	3.75	3.72	3.73	3.75	3.89	4.06	3.95	4.20
Standard deviation	1.04	0.94	0.97	0.96	0.98	1.03	0.94	0.97	0.86
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

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Table 2

Q1. Please rate the service provided by each of the following organisations: Your bank

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777	
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842	
SUM: Poor service	225	121	105	26	43	52	34	28	43	63	69	48	46	22	8	29	18	20	15	4	19	34	32	24	33	123	
	11%	12%	10%	11%	13%	13%	10%	9%	10%	11%	12%	11%	10%	13%	9%	12%	10%	10%	9%	4%	10%	13%	12%	13%	11%	15%	
Very poor service	(1)	63	35	27	9	9	14	7	9	16	17	16	9	20	9	1	8	6	8	4	1	5	13	4	3	8	29
	3%	4%	3%	4%	3%	4%	2%	3%	4%	3%	3%	2%	4%	5%	2%	3%	4%	3%	4%	1%	3%	5%	1%	2%	3%	3%	
Fairly poor service	(2)	163	85	77	17	34	38	27	19	28	46	53	38	26	13	7	21	12	12	10	3	14	21	28	21	24	94
	8%	9%	7%	7%	10%	10%	8%	6%	6%	8%	9%	9%	6%	7%	8%	9%	7%	6%	7%	3%	7%	8%	11%	11%	8%	11%	
Neither poor nor good service	(3)	307	160	146	36	40	72	78	37	43	82	92	73	60	26	11	31	38	32	23	16	21	42	38	29	48	151
	15%	16%	14%	15%	12%	19%	23%	12%	10%	15%	16%	17%	13%	15%	12%	13%	21%	17%	14%	15%	11%	16%	14%	16%	16%	18%	
Fairly good service	(4)	828	409	419	107	132	158	130	111	190	230	245	173	180	80	36	99	69	82	56	45	84	100	109	69	120	342
	41%	41%	40%	44%	40%	41%	38%	36%	44%	42%	42%	40%	38%	45%	39%	41%	38%	43%	35%	42%	44%	39%	42%	37%	40%	41%	
Very good service	(5)	664	297	367	74	105	103	102	130	151	174	183	132	175	48	37	77	52	54	65	39	68	77	83	64	96	222
	33%	30%	35%	30%	32%	27%	29%	42%	35%	32%	31%	31%	37%	27%	40%	32%	29%	29%	41%	36%	35%	30%	32%	34%	32%	26%	
SUM: Good service	1491	706	785	180	237	261	232	241	340	404	428	304	355	128	72	176	121	136	121	84	151	178	192	132	216	564	
	73%	71%	76%	74%	73%	68%	67%	79%	79%	73%	72%	71%	76%	72%	79%	73%	67%	72%	76%	78%	79%	69%	73%	71%	72%	67%	
Not applicable	16	12	4	2	6	2	3	*	3	2	3	3	8	-	*	4	3	1	-	4	-	3	-	-	4	3	
	1%	1%	*	1%	2%	*	1%	*	1%	*	*	1%	2%	-	*	2%	2%	1%	-	3%	-	1%	-	-	1%	*	
Mean	3.92	3.86	3.98	3.90	3.91	3.78	3.86	4.09	4.01	3.91	3.89	3.89	4.00	3.82	4.08	3.92	3.84	3.87	4.05	4.13	4.02	3.82	3.91	3.91	3.92	3.76	
Standard deviation	1.04	1.05	1.02	1.03	1.06	1.06	1.00	1.03	1.02	1.03	1.03	1.02	1.07	1.08	0.98	1.05	1.03	1.04	1.03	0.86	1.00	1.11	1.01	1.05	1.03	1.07	
Standard error	0.02	0.04	0.03	0.09	0.06	0.05	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.10	0.07	0.08	0.08	0.09	0.08	0.07	0.07	0.06	0.08	0.06	0.04	

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Table 3

Q1. Please rate the service provided by each of the following organisations: Your insurance company

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Poor service	151	94	57	14	33	29	23	28	23	41	38	45	27	18	8	16	12	16	11	7	11	18	19	15	33	73
	7%	9%	6%	6%	10%	8%	7%	9%	5%	7%	6%	11%	6%	10%	9%	7%	7%	9%	7%	7%	6%	7%	7%	8%	11%	9%
Very poor service	(1) 37	17	20	2	4	5	9	11	7	8	11	7	12	5	3	2	3	5	2	1	3	2	6	6	8	17
	2%	2%	2%	1%	1%	1%	3%	4%	2%	1%	2%	2%	3%	3%	4%	1%	2%	3%	1%	2%	2%	1%	2%	3%	3%	2%
Fairly poor service	(2) 114	76	37	13	29	24	14	17	16	33	27	39	15	13	5	14	9	11	9	6	8	16	13	9	25	57
	6%	8%	4%	5%	9%	6%	4%	6%	4%	6%	5%	9%	3%	7%	6%	6%	5%	6%	6%	4%	6%	5%	5%	8%	7%	
Neither poor nor good service	(3) 500	264	236	39	63	113	108	89	89	146	156	95	104	37	28	64	47	54	30	25	50	52	59	54	84	234
	25%	26%	23%	16%	19%	29%	31%	29%	21%	26%	26%	22%	22%	21%	31%	27%	26%	29%	19%	23%	26%	20%	23%	29%	28%	28%
Fairly good service	(4) 740	354	386	70	127	145	127	105	166	221	212	180	127	68	27	83	57	70	63	35	70	75	114	76	110	333
	36%	35%	37%	29%	39%	37%	37%	34%	39%	40%	36%	42%	27%	38%	29%	35%	32%	37%	40%	33%	37%	29%	44%	41%	37%	40%
Very good service	(5) 395	173	222	30	46	59	59	76	125	112	115	91	78	44	15	44	41	39	42	22	36	38	45	30	58	131
	19%	17%	21%	12%	14%	15%	17%	25%	29%	20%	19%	21%	17%	25%	17%	18%	23%	20%	26%	20%	19%	15%	17%	16%	19%	16%
SUM: Good service	1135	528	608	100	173	204	186	181	291	332	327	270	205	112	42	127	98	108	105	57	107	113	159	107	168	463
	56%	53%	58%	41%	53%	53%	54%	59%	68%	60%	55%	63%	44%	63%	46%	53%	54%	58%	66%	53%	56%	44%	61%	57%	56%	55%
Not applicable	253	114	139	91	56	41	30	8	25	31	70	18	133	11	13	32	23	10	13	18	23	74	25	10	15	72
	12%	11%	13%	37%	17%	11%	9%	3%	6%	6%	12%	4%	28%	6%	14%	13%	13%	5%	8%	17%	12%	29%	9%	6%	5%	9%
Mean	3.75	3.67	3.83	3.75	3.68	3.66	3.67	3.73	3.96	3.76	3.75	3.75	3.73	3.80	3.58	3.74	3.79	3.71	3.92	3.79	3.77	3.72	3.75	3.66	3.65	3.65
Standard deviation	0.94	0.95	0.92	0.90	0.94	0.89	0.92	1.02	0.92	0.91	0.93	0.96	0.98	1.01	1.01	0.90	0.96	0.97	0.92	0.94	0.91	0.92	0.91	0.94	0.99	0.92
Standard error	0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.06	0.04	0.03	0.04	0.06	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.10	0.07	0.07	0.06	0.07	0.06	0.03

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Table 4

Q1. Please rate the service provided by each of the following organisations: Your gas provider

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Poor service	168	94	74	17	37	37	29	24	24	44	59	32	34	16	7	18	17	22	14	6	13	28	17	10	29	76
	8%	9%	7%	7%	11%	10%	8%	8%	5%	8%	10%	7%	7%	9%	8%	7%	10%	12%	9%	5%	7%	11%	7%	5%	10%	9%
Very poor service	(1) 42	26	16	-	13	9	7	5	7	7	11	12	13	2	3	7	5	7	2	3	5	2	3	2	7	21
	2%	3%	2%	-	4%	2%	2%	2%	2%	1%	2%	3%	3%	1%	3%	3%	4%	4%	1%	3%	3%	1%	1%	1%	2%	3%
Fairly poor service	(2) 126	68	58	17	24	28	22	19	16	36	48	20	22	14	5	11	12	14	12	2	8	25	15	8	23	55
	6%	7%	6%	7%	7%	7%	6%	6%	4%	7%	8%	5%	5%	8%	5%	5%	7%	8%	8%	2%	4%	10%	6%	4%	8%	6%
Neither poor nor good service	(3) 489	274	215	42	68	112	103	63	102	149	126	110	104	33	24	53	49	58	25	22	45	70	72	39	84	211
	24%	27%	21%	17%	21%	29%	30%	20%	24%	27%	21%	26%	22%	19%	26%	22%	27%	31%	16%	20%	24%	27%	27%	21%	28%	25%
Fairly good service	(4) 686	302	383	82	121	128	104	122	129	193	208	138	147	63	30	84	60	64	60	36	62	76	91	61	92	297
	34%	30%	37%	33%	37%	33%	30%	40%	30%	35%	35%	32%	31%	35%	32%	35%	33%	34%	38%	33%	32%	30%	35%	33%	31%	35%
Very good service	(5) 386	186	200	37	49	63	59	61	118	88	115	86	98	29	17	60	34	27	45	21	34	45	45	31	52	122
	19%	19%	19%	15%	15%	16%	17%	20%	27%	16%	20%	20%	21%	16%	18%	25%	19%	14%	28%	19%	18%	17%	17%	16%	17%	14%
SUM: Good service	1071	488	583	119	170	191	163	183	247	280	323	224	244	91	46	143	95	90	105	57	96	121	136	91	144	420
	53%	49%	56%	49%	52%	49%	47%	60%	57%	51%	55%	52%	52%	52%	50%	60%	53%	48%	66%	52%	50%	47%	52%	49%	48%	50%
Not applicable	310	143	168	67	51	47	52	36	58	78	83	63	86	36	15	25	19	18	14	24	38	38	37	46	43	136
	15%	14%	16%	27%	16%	12%	15%	12%	13%	14%	14%	15%	18%	21%	16%	10%	11%	10%	9%	22%	20%	15%	14%	25%	14%	16%
Mean	3.72	3.65	3.79	3.78	3.62	3.61	3.63	3.79	3.90	3.67	3.73	3.73	3.77	3.72	3.68	3.83	3.66	3.52	3.92	3.81	3.73	3.62	3.72	3.78	3.62	3.63
Standard deviation	0.97	1.00	0.93	0.89	1.02	0.97	0.97	0.94	0.97	0.92	0.99	0.98	1.00	0.96	1.00	1.00	1.00	1.00	0.98	0.97	0.97	0.97	0.90	0.91	0.99	0.96
Standard error	0.02	0.04	0.03	0.09	0.06	0.05	0.05	0.06	0.05	0.03	0.05	0.07	0.05	0.08	0.11	0.07	0.08	0.08	0.09	0.11	0.08	0.07	0.06	0.08	0.06	0.04

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Table 5

Q1. Please rate the service provided by each of the following organisations: Your electricity provider

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Poor service	186	105	81	19	42	40	35	27	23	47	63	35	41	20	7	20	17	21	14	6	16	29	24	13	28	91
	9%	11%	8%	8%	13%	10%	10%	9%	5%	9%	11%	8%	9%	11%	8%	8%	10%	11%	9%	6%	9%	11%	9%	7%	9%	11%
Very poor service	(1) 45	26	18	-	16	9	6	6	7	8	14	10	13	2	3	7	7	6	2	5	7	2	2	2	4	25
	2%	3%	2%	-	5%	2%	2%	2%	2%	2%	2%	2%	3%	1%	3%	3%	4%	3%	1%	5%	4%	1%	1%	1%	1%	3%
Fairly poor service	(2) 142	79	63	19	26	31	29	21	16	39	50	25	29	18	5	13	10	15	12	1	10	27	21	10	24	66
	7%	8%	6%	8%	8%	8%	8%	7%	4%	7%	8%	6%	6%	10%	5%	5%	6%	8%	8%	1%	5%	10%	8%	6%	8%	8%
Neither poor nor good service	(3) 557	299	258	48	69	132	114	74	119	170	145	124	117	46	29	60	50	59	28	32	58	69	74	52	99	235
	27%	30%	25%	20%	21%	34%	33%	24%	28%	31%	25%	29%	25%	26%	31%	25%	28%	31%	18%	30%	30%	27%	28%	28%	33%	28%
Fairly good service	(4) 774	343	431	93	133	140	126	129	153	214	231	168	161	66	32	86	68	73	64	43	69	93	101	78	101	339
	38%	34%	41%	38%	41%	36%	36%	42%	36%	39%	39%	39%	34%	37%	35%	36%	38%	39%	40%	40%	36%	36%	38%	42%	34%	40%
Very good service	(5) 439	209	231	31	61	68	70	76	134	98	125	90	126	42	20	65	32	29	49	25	39	46	56	36	56	135
	22%	21%	22%	13%	19%	18%	20%	25%	31%	18%	21%	21%	27%	24%	22%	27%	18%	15%	31%	23%	21%	18%	22%	20%	19%	16%
SUM: Good service	1213	552	661	124	194	209	196	205	287	312	357	258	287	109	52	150	100	102	113	68	109	140	157	114	157	473
	60%	55%	64%	51%	59%	54%	56%	67%	67%	57%	60%	60%	61%	61%	57%	63%	56%	54%	71%	63%	57%	54%	60%	61%	52%	56%
Not applicable	83	43	40	53	21	6	3	-	-	21	26	11	24	3	4	10	12	7	4	2	8	19	7	7	16	43
	4%	4%	4%	22%	7%	2%	1%	-	-	4%	4%	3%	5%	2%	4%	4%	7%	4%	2%	2%	4%	7%	3%	4%	5%	5%
Mean	3.73	3.66	3.79	3.70	3.65	3.60	3.65	3.81	3.91	3.67	3.72	3.73	3.81	3.74	3.70	3.82	3.64	3.57	3.95	3.76	3.68	3.65	3.73	3.76	3.63	3.62
Standard deviation	0.96	1.00	0.93	0.86	1.06	0.96	0.95	0.95	0.94	0.91	0.98	0.95	1.01	0.97	0.98	1.00	0.99	0.96	0.95	0.98	0.99	0.95	0.93	0.89	0.94	0.96
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.07	0.10	0.07	0.08	0.07	0.08	0.09	0.07	0.06	0.06	0.07	0.05	0.04

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Table 6

Q1. Please rate the service provided by each of the following organisations: Your water provider

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Poor service	184	106	78	14	30	40	38	28	33	54	48	38	44	10	9	32	12	21	15	7	13	24	18	23	18	88
	9%	11%	7%	6%	9%	10%	11%	9%	8%	10%	8%	9%	9%	6%	10%	13%	6%	11%	10%	6%	7%	9%	7%	12%	6%	10%
Very poor service	(1) 55	33	22	5	7	17	8	9	10	12	16	14	13	3	5	10	4	7	5	1	5	2	6	6	5	30
	3%	3%	2%	2%	2%	4%	2%	3%	2%	2%	3%	3%	3%	2%	5%	4%	2%	4%	3%	1%	3%	1%	2%	3%	2%	4%
Fairly poor service	(2) 129	73	56	10	23	24	30	19	23	42	32	24	32	8	5	22	8	13	10	6	7	22	12	17	14	58
	6%	7%	5%	4%	7%	6%	9%	6%	5%	8%	5%	6%	7%	4%	5%	9%	4%	7%	6%	5%	4%	9%	4%	9%	5%	7%
Neither poor nor good service	(3) 524	294	229	45	70	127	107	75	99	149	145	109	122	45	25	57	44	53	33	26	51	65	77	48	97	221
	26%	29%	22%	18%	22%	33%	31%	24%	23%	27%	24%	25%	26%	25%	27%	24%	25%	28%	21%	24%	27%	25%	29%	26%	32%	26%
Fairly good service	(4) 771	335	436	105	122	140	130	120	153	206	229	175	161	62	29	88	71	74	60	43	72	91	107	75	107	329
	38%	34%	42%	43%	37%	36%	38%	39%	36%	37%	39%	41%	34%	35%	31%	37%	40%	39%	38%	40%	38%	36%	41%	40%	36%	39%
Very good service	(5) 454	218	236	27	78	64	63	79	142	116	136	92	111	40	26	53	40	34	46	29	46	59	53	29	59	151
	22%	22%	23%	11%	24%	17%	18%	26%	33%	21%	23%	21%	24%	22%	28%	22%	22%	18%	29%	27%	24%	23%	20%	15%	20%	18%
SUM: Good service	1225	553	672	132	200	204	193	200	296	322	365	266	272	101	54	141	111	108	106	72	118	150	160	103	166	479
	60%	55%	65%	54%	61%	53%	56%	65%	69%	58%	62%	62%	58%	57%	59%	59%	62%	57%	67%	67%	62%	58%	61%	56%	55%	57%
Not applicable	107	46	61	53	25	15	8	4	1	27	34	15	31	20	4	10	13	7	4	3	9	18	7	12	18	54
	5%	5%	6%	22%	8%	4%	2%	1%	*	5%	6%	4%	7%	11%	4%	4%	7%	4%	2%	2%	5%	7%	3%	7%	6%	6%
Mean	3.75	3.66	3.83	3.73	3.80	3.57	3.62	3.80	3.92	3.71	3.78	3.74	3.74	3.81	3.74	3.67	3.81	3.62	3.85	3.89	3.81	3.76	3.74	3.59	3.72	3.65
Standard deviation	0.98	1.02	0.93	0.85	0.99	0.99	0.96	0.99	0.99	0.97	0.97	0.98	1.01	0.93	1.10	1.07	0.93	1.00	1.03	0.91	0.96	0.96	0.92	0.99	0.91	0.99
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.11	0.07	0.07	0.07	0.09	0.09	0.07	0.06	0.06	0.07	0.05	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 7

Q1. Please rate the service provided by each of the following organisations: Your internet provider/ broadband provider

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Poor service	225	119	107	27	31	45	41	36	45	66	63	44	52	23	12	21	15	28	16	9	30	28	31	12	30	99
	11%	12%	10%	11%	9%	12%	12%	12%	11%	12%	11%	10%	11%	13%	13%	9%	8%	15%	10%	8%	16%	11%	12%	7%	10%	12%
Very poor service	(1) 58	30	29	5	7	12	14	11	10	20	16	8	14	6	1	3	6	6	3	4	10	11	6	2	9	23
	3%	3%	3%	2%	2%	3%	4%	4%	2%	4%	3%	2%	3%	3%	1%	1%	3%	3%	2%	4%	5%	4%	2%	1%	3%	3%
Fairly poor service	(2) 167	89	78	22	23	33	27	25	35	46	47	36	38	17	11	18	9	22	13	4	19	17	25	10	21	76
	8%	9%	7%	9%	7%	9%	8%	8%	8%	8%	8%	8%	8%	10%	12%	8%	5%	12%	8%	4%	10%	7%	10%	6%	7%	9%
Neither poor nor good service	(3) 332	166	166	43	48	68	63	47	64	96	93	80	63	23	14	43	32	41	22	16	29	40	35	38	48	156
	16%	17%	16%	17%	15%	17%	18%	15%	15%	17%	16%	19%	13%	13%	16%	18%	18%	22%	14%	14%	15%	16%	13%	20%	16%	19%
Fairly good service	(4) 829	409	419	96	130	153	145	122	182	231	232	180	186	76	27	95	82	77	61	38	74	97	112	90	124	343
	41%	41%	40%	39%	40%	40%	42%	40%	42%	42%	39%	42%	40%	43%	29%	40%	46%	41%	38%	36%	39%	38%	43%	48%	41%	41%
Very good service	(5) 627	292	334	66	109	119	94	101	138	150	195	121	161	53	38	75	48	40	60	45	56	85	82	45	88	233
	31%	29%	32%	27%	33%	31%	27%	33%	32%	27%	33%	28%	34%	30%	41%	31%	27%	21%	38%	42%	29%	33%	31%	24%	29%	28%
SUM: Good service	1455	702	753	162	239	272	239	223	320	381	427	301	347	129	65	170	130	116	121	84	130	182	193	135	212	576
	71%	70%	72%	66%	73%	70%	69%	73%	74%	69%	72%	70%	74%	73%	70%	71%	72%	62%	76%	77%	68%	71%	74%	73%	71%	68%
Not applicable	27	13	14	13	8	2	4	-	1	7	8	4	8	2	1	6	4	3	-	-	3	6	1	1	10	11
	1%	1%	1%	5%	2%	*	1%	-	*	1%	1%	1%	2%	1%	1%	2%	2%	2%	-	-	1%	2%	1%	*	3%	1%
Mean	3.89	3.86	3.93	3.85	3.98	3.87	3.81	3.90	3.94	3.82	3.93	3.87	3.96	3.87	3.99	3.94	3.89	3.66	4.02	4.07	3.77	3.91	3.89	3.89	3.90	3.83
Standard deviation	1.03	1.04	1.02	1.01	1.00	1.05	1.05	1.06	1.00	1.05	1.03	0.99	1.04	1.06	1.08	0.96	0.97	1.04	1.01	1.05	1.15	1.08	1.03	0.87	1.02	1.03
Standard error	0.02	0.03	0.03	0.09	0.05	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.06	0.07	0.08	0.09	0.10	0.09	0.07	0.06	0.06	0.06	0.04

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 8

Q1. Please rate the service provided by each of the following organisations: Your mobile phone provider

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Poor service	130	84	45	29	19	19	28	21	14	38	40	24	28	7	3	18	15	7	10	5	15	31	9	10	22	60
	6%	8%	4%	12%	6%	5%	8%	7%	3%	7%	7%	5%	6%	4%	3%	7%	8%	4%	7%	4%	8%	12%	3%	6%	7%	7%
Very poor service	(1) 37	16	22	6	6	6	7	7	5	10	14	2	12	2	-	4	2	3	2	3	5	10	2	4	8	15
	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	-	2%	1%	2%	1%	3%	3%	4%	1%	2%	3%	2%
Fairly poor service	(2) 92	69	23	22	13	12	21	14	10	28	26	21	16	5	3	14	13	3	9	1	10	21	7	7	14	45
	5%	7%	2%	9%	4%	3%	6%	5%	2%	5%	4%	5%	4%	3%	3%	6%	7%	2%	6%	1%	5%	8%	3%	4%	5%	5%
Neither poor nor good service	(3) 311	172	139	31	47	62	54	46	71	107	73	68	64	19	13	39	25	27	22	11	32	46	41	36	41	135
	15%	17%	13%	13%	14%	16%	16%	15%	16%	19%	12%	16%	14%	10%	14%	16%	14%	14%	14%	10%	17%	18%	16%	20%	14%	16%
Fairly good service	(4) 791	373	418	106	136	151	141	109	148	218	247	168	159	85	27	84	73	84	48	58	65	94	88	85	125	353
	39%	37%	40%	43%	42%	39%	41%	36%	34%	40%	42%	39%	34%	48%	29%	35%	40%	44%	30%	53%	34%	37%	34%	46%	42%	42%
Very good service	(5) 729	324	405	74	117	150	106	118	163	164	214	155	195	61	46	89	59	64	71	31	73	81	110	43	100	281
	36%	32%	39%	30%	36%	39%	31%	39%	38%	30%	36%	36%	42%	34%	50%	37%	33%	34%	45%	29%	38%	32%	42%	23%	33%	33%
SUM: Good service	1520	697	823	180	253	301	248	227	311	382	461	324	354	146	72	174	132	147	119	89	139	176	198	128	225	634
	75%	70%	79%	74%	78%	78%	72%	74%	72%	69%	78%	76%	75%	83%	78%	73%	73%	78%	75%	82%	73%	68%	76%	69%	75%	75%
Not applicable	79	46	33	5	7	5	17	12	33	24	18	14	24	6	4	9	9	7	7	4	5	4	14	11	12	13
	4%	5%	3%	2%	2%	1%	5%	4%	8%	4%	3%	3%	5%	3%	4%	4%	5%	4%	4%	3%	3%	2%	5%	6%	4%	2%
Mean	4.06	3.97	4.15	3.91	4.08	4.11	3.97	4.08	4.15	3.95	4.08	4.09	4.14	4.16	4.30	4.05	4.02	4.11	4.17	4.07	4.03	3.85	4.20	3.90	4.02	4.01
Standard deviation	0.94	0.98	0.90	1.02	0.92	0.91	0.97	0.98	0.88	0.95	0.94	0.89	0.97	0.81	0.85	0.98	0.94	0.86	0.96	0.86	1.02	1.09	0.86	0.89	0.97	0.94
Standard error	0.02	0.03	0.03	0.09	0.05	0.04	0.05	0.06	0.04	0.03	0.04	0.06	0.05	0.06	0.09	0.06	0.07	0.06	0.08	0.08	0.08	0.07	0.05	0.07	0.06	0.03

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 9

Q1. Please rate the service provided by each of the following organisations: Your landline telephone provider

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Poor service	148	76	72	20	22	36	24	31	16	48	41	21	38	16	10	17	8	20	15	12	16	12	15	7	27	65
	7%	8%	7%	8%	7%	9%	7%	10%	4%	9%	7%	5%	8%	9%	10%	7%	5%	10%	9%	11%	9%	5%	6%	4%	9%	8%
Very poor service	(1) 47	27	20	6	6	13	7	12	2	9	14	12	12	3	1	3	3	4	6	9	7	4	5	2	11	18
	2%	3%	2%	3%	2%	3%	2%	4%	*	2%	2%	3%	3%	1%	1%	1%	2%	4%	9%	3%	2%	2%	1%	4%	2%	
Fairly poor service	(2) 102	49	52	13	15	23	18	19	14	38	28	9	26	13	9	14	6	15	9	3	10	8	10	5	17	46
	5%	5%	5%	5%	5%	6%	5%	6%	3%	7%	5%	2%	6%	7%	9%	6%	3%	8%	6%	2%	5%	3%	4%	3%	6%	5%
Neither poor nor good service	(3) 366	201	165	45	45	86	74	45	71	105	105	79	77	29	17	37	34	46	25	13	38	50	41	37	48	166
	18%	20%	16%	18%	14%	22%	21%	15%	17%	19%	18%	19%	16%	16%	18%	16%	19%	24%	16%	12%	20%	19%	15%	20%	16%	20%
Fairly good service	(4) 773	367	406	93	135	132	129	111	172	220	231	183	139	67	26	89	70	63	55	39	76	88	115	85	124	329
	38%	37%	39%	38%	42%	34%	37%	36%	40%	40%	39%	43%	30%	38%	28%	37%	39%	33%	35%	36%	40%	34%	44%	46%	41%	39%
Very good service	(5) 612	289	322	34	82	111	105	116	164	154	174	122	162	56	37	79	44	53	58	34	55	67	81	46	71	225
	30%	29%	31%	14%	25%	29%	30%	38%	38%	28%	29%	28%	35%	32%	40%	33%	25%	28%	37%	32%	29%	26%	31%	25%	24%	27%
SUM: Good service	1385	656	729	127	218	243	234	228	336	374	405	304	301	124	63	168	114	115	114	73	131	155	196	131	195	553
	68%	66%	70%	52%	67%	63%	68%	74%	78%	68%	69%	71%	64%	70%	68%	70%	64%	61%	72%	68%	69%	60%	75%	71%	65%	66%
Not applicable	140	66	74	53	41	22	14	3	6	24	40	23	53	9	3	17	23	8	5	10	6	39	9	10	30	58
	7%	7%	7%	22%	13%	6%	4%	1%	1%	4%	7%	5%	11%	5%	3%	7%	13%	4%	3%	10%	3%	15%	4%	5%	10%	7%
Mean	3.95	3.90	3.99	3.70	3.95	3.84	3.93	3.99	4.14	3.89	3.95	3.97	3.99	3.96	4.00	4.03	3.95	3.80	3.98	3.88	3.88	3.94	4.02	3.95	3.84	3.89
Standard deviation	0.97	0.99	0.95	0.96	0.93	1.04	0.96	1.07	0.84	0.97	0.96	0.92	1.04	0.98	1.05	0.94	0.89	1.03	1.06	1.20	1.01	0.93	0.91	0.84	1.01	0.97
Standard error	0.02	0.03	0.03	0.10	0.05	0.05	0.05	0.06	0.04	0.03	0.04	0.06	0.05	0.07	0.11	0.06	0.07	0.08	0.09	0.12	0.08	0.06	0.06	0.06	0.06	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 10

Q1. Please rate the service provided by each of the following organisations: Your local supermarket

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Poor service	92	48	43	6	8	19	25	16	18	30	23	19	20	14	2	7	8	10	6	2	8	6	19	10	13	41
	4%	5%	4%	2%	2%	5%	7%	5%	4%	5%	4%	4%	4%	8%	3%	3%	4%	5%	4%	2%	4%	2%	7%	5%	4%	5%
Very poor service	(1) 22	9	13	-	2	4	4	9	4	5	4	1	12	5	1	2	-	4	-	1	1	2	3	3	2	7
	1%	1%	1%	-	1%	1%	1%	3%	1%	1%	1%	*	3%	3%	2%	1%	-	2%	-	*	1%	1%	2%	1%	1%	
Fairly poor service	(2) 70	39	30	6	6	15	21	7	14	25	19	18	8	9	1	5	8	7	6	1	7	5	15	7	11	34
	3%	4%	3%	2%	2%	4%	6%	2%	3%	5%	3%	4%	2%	5%	1%	2%	4%	3%	4%	1%	3%	2%	6%	4%	4%	4%
Neither poor nor good service	(3) 240	131	109	45	36	49	42	35	34	59	68	47	67	23	14	30	20	14	19	9	22	44	29	17	40	111
	12%	13%	10%	18%	11%	13%	12%	11%	8%	11%	11%	11%	14%	13%	15%	13%	11%	8%	12%	8%	11%	17%	11%	9%	13%	13%
Fairly good service	(4) 847	431	416	115	144	169	147	113	158	239	249	184	176	68	36	94	70	90	61	49	94	99	104	82	123	375
	42%	43%	40%	47%	44%	44%	43%	37%	37%	43%	42%	43%	38%	38%	39%	39%	39%	47%	39%	45%	49%	38%	40%	44%	41%	45%
Very good service	(5) 844	378	466	76	134	151	130	137	216	222	248	176	199	72	40	103	75	73	48	67	105	110	78	118	311	
	41%	38%	45%	31%	41%	39%	38%	45%	50%	40%	42%	41%	42%	41%	43%	43%	42%	39%	46%	45%	35%	41%	42%	42%	39%	37%
SUM: Good service	1691	809	882	192	277	319	277	250	375	461	496	359	375	140	76	197	145	163	134	98	160	204	214	160	240	686
	83%	81%	85%	79%	85%	82%	80%	82%	87%	84%	84%	84%	80%	79%	82%	82%	81%	86%	85%	90%	84%	79%	82%	86%	80%	81%
Not applicable	16	11	5	2	5	-	2	4	3	2	4	3	7	-	-	5	7	1	-	-	1	2	-	-	7	5
	1%	1%	1%	1%	2%	-	1%	1%	1%	*	1%	1%	2%	-	-	2%	4%	1%	-	-	1%	1%	-	-	2%	1%
Mean	4.20	4.14	4.25	4.08	4.25	4.15	4.10	4.20	4.34	4.18	4.22	4.21	4.18	4.09	4.21	4.24	4.23	4.19	4.27	4.33	4.15	4.18	4.15	4.21	4.17	4.13
Standard deviation	0.86	0.86	0.85	0.77	0.77	0.86	0.91	0.95	0.83	0.86	0.83	0.82	0.92	1.00	0.86	0.82	0.83	0.87	0.81	0.72	0.80	0.83	0.93	0.87	0.85	0.85
Standard error	0.02	0.03	0.03	0.07	0.04	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.06	0.06	0.07	0.07	0.06	0.05	0.06	0.06	0.05	0.03

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 11

Q2. Please select the three things you would miss the most if you lost them for a week at any time throughout the year.

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Electricity in your home	1555	772	783	155	222	302	272	262	342	424	430	338	362	134	68	185	137	151	120	87	150	172	204	147	219	629
	76%	77%	75%	63%	68%	78%	79%	86%	80%	77%	73%	79%	77%	76%	74%	77%	76%	80%	76%	80%	79%	67%	78%	79%	73%	75%
Hot water in your home	875	409	467	85	149	192	169	134	146	238	256	194	188	73	39	105	75	84	61	48	72	110	125	84	139	399
	43%	41%	45%	35%	46%	50%	49%	44%	34%	43%	43%	45%	40%	41%	42%	44%	44%	39%	44%	38%	43%	48%	45%	46%	47%	
Access to the internet in your home	772	410	362	116	131	148	132	110	135	198	220	148	206	62	41	90	64	69	65	42	79	114	88	58	97	319
	38%	41%	35%	47%	40%	38%	38%	36%	31%	36%	37%	35%	44%	35%	45%	37%	36%	36%	41%	39%	41%	44%	34%	31%	32%	38%
Your debit card / credit card	568	282	286	101	97	95	93	77	105	171	162	102	133	52	22	70	43	41	44	32	55	75	74	59	102	241
	28%	28%	27%	41%	30%	25%	27%	25%	24%	31%	27%	24%	28%	29%	24%	29%	24%	22%	28%	30%	29%	29%	28%	32%	34%	29%
Gas in your home	562	298	264	29	66	109	101	95	163	159	171	111	122	51	25	78	54	59	44	27	52	56	67	49	67	191
	28%	30%	25%	12%	20%	28%	29%	31%	38%	29%	29%	26%	26%	29%	27%	33%	30%	31%	28%	25%	27%	22%	26%	26%	22%	23%
Your mobile phone	484	227	257	122	133	106	61	37	25	99	143	131	111	36	22	57	60	34	39	26	34	84	56	36	84	258
	24%	23%	25%	50%	41%	27%	17%	12%	6%	18%	24%	31%	24%	20%	24%	24%	33%	18%	25%	24%	18%	33%	21%	20%	28%	31%
Your car	390	195	195	28	48	75	72	70	98	122	113	96	59	33	18	46	40	47	45	20	28	26	41	45	78	163
	19%	19%	19%	11%	15%	19%	21%	23%	23%	22%	19%	22%	13%	19%	20%	19%	22%	25%	28%	19%	15%	10%	16%	24%	26%	19%
Heating / air conditioning in your home	262	112	149	25	47	35	47	36	72	82	82	36	62	30	13	34	29	23	15	17	16	38	30	19	46	89
	13%	11%	14%	10%	14%	9%	13%	12%	17%	15%	14%	8%	13%	17%	14%	14%	16%	12%	9%	15%	8%	15%	11%	10%	15%	11%
Cable / satellite television in your home	241	125	116	31	42	46	34	37	49	50	68	54	69	21	18	27	14	20	17	11	35	26	38	16	31	96
	12%	13%	11%	13%	13%	12%	10%	12%	11%	9%	11%	13%	15%	12%	19%	11%	8%	10%	11%	18%	10%	14%	8%	10%	10%	11%
Terrestrial television in your home (BBC1, BBC2, ITV etc)	189	82	107	24	19	33	36	23	54	59	60	33	38	16	7	11	14	24	10	11	23	26	29	16	24	69
	9%	8%	10%	10%	6%	8%	11%	8%	13%	11%	10%	8%	8%	9%	8%	5%	8%	12%	6%	10%	12%	10%	11%	9%	8%	8%
Radio in your home	101	47	55	9	8	11	12	20	42	29	32	17	23	8	1	8	5	12	5	3	13	15	19	11	9	35
	5%	5%	5%	4%	2%	3%	3%	6%	10%	5%	5%	4%	5%	5%	1%	3%	3%	6%	3%	2%	7%	6%	7%	6%	3%	4%
Use of your landline telephone in your home	78	22	57	2	5	4	9	13	45	17	24	15	22	13	1	5	5	2	8	-	8	12	11	14	*	19
	4%	2%	5%	1%	2%	1%	3%	4%	10%	3%	4%	4%	5%	7%	1%	2%	3%	1%	5%	-	4%	5%	4%	8%	*	2%

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 11

Q2. Please select the three things you would miss the most if you lost them for a week at any time throughout the year.

Absolutes/col percents

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Train season ticket/bus pass	40	18	22	6	11	5	2	4	12	4	15	7	13	3	1	3	1	2	1	1	7	15	3	3	4	18
	2%	2%	2%	2%	3%	1%	1%	1%	3%	1%	2%	2%	3%	1%	1%	1%	1%	1%	1%	1%	4%	6%	1%	1%	1%	2%

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 12

Q3. Which of the following energy saving measures have you taken in your home?

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade					Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Installed more energy efficient light bulbs	1553	747	806	134	221	306	280	248	365	432	439	333	349	137	73	192	134	154	131	86	151	153	192	151	215	618
	76%	75%	77%	55%	68%	79%	81%	81%	85%	79%	74%	78%	74%	77%	79%	80%	74%	83%	80%	79%	59%	74%	81%	72%	73%	
Hung up clothes to dry rather than using a tumble dryer	1468	663	805	140	215	285	257	243	329	398	429	308	334	131	62	169	125	145	122	86	143	143	183	160	225	579
	72%	66%	77%	57%	66%	74%	74%	79%	77%	72%	73%	72%	71%	74%	67%	70%	69%	77%	77%	80%	75%	56%	70%	86%	75%	69%
Turned the TV & other appliances off, instead of leaving them on standby	1343	628	715	134	213	257	240	213	287	373	383	272	314	133	67	154	124	129	107	74	113	145	164	133	203	544
	66%	63%	69%	55%	65%	66%	69%	69%	67%	68%	65%	64%	67%	75%	73%	64%	69%	68%	68%	69%	59%	56%	63%	72%	68%	65%
Had showers rather than baths	1306	644	662	126	188	235	218	225	314	373	385	273	276	119	48	166	110	129	109	65	119	128	176	138	192	506
	64%	65%	64%	51%	58%	61%	63%	74%	73%	68%	65%	64%	59%	67%	52%	69%	61%	68%	69%	60%	62%	50%	67%	74%	64%	60%
Turned heating/air conditioning off or down	1241	570	671	104	181	233	206	209	307	356	354	256	275	100	52	145	109	113	111	67	119	135	174	114	169	486
	61%	57%	65%	43%	55%	60%	60%	68%	72%	65%	60%	60%	59%	56%	56%	61%	61%	60%	70%	62%	62%	53%	67%	61%	56%	58%
Installed loft insulation	1179	578	601	72	130	198	218	229	331	348	328	269	235	99	44	145	104	128	113	69	122	75	155	124	163	438
	58%	58%	58%	29%	40%	51%	63%	75%	77%	63%	55%	63%	50%	56%	48%	60%	58%	68%	71%	64%	64%	29%	59%	67%	54%	52%
Installed a new, more efficient boiler	529	263	266	26	44	84	97	108	170	162	155	109	103	46	27	70	49	48	55	24	48	37	80	45	66	173
	26%	26%	26%	11%	14%	22%	28%	35%	40%	29%	26%	25%	22%	26%	30%	29%	27%	26%	34%	22%	25%	14%	31%	24%	22%	21%
Ran the washing machine or tumble dryer at night when electricity is cheaper	449	209	240	44	95	93	79	56	81	112	121	107	108	44	15	44	28	47	66	17	39	54	53	42	68	191
	22%	21%	23%	18%	29%	24%	23%	18%	19%	20%	20%	25%	23%	25%	16%	18%	16%	25%	42%	16%	20%	21%	20%	23%	23%	23%
Installed a smart meter / energy monitor to track how much energy I use	331	179	152	35	39	59	60	56	82	98	90	68	76	25	12	55	32	38	34	19	28	22	37	29	45	128
	16%	18%	15%	14%	12%	15%	17%	18%	19%	18%	15%	16%	16%	14%	13%	23%	18%	20%	21%	17%	15%	8%	14%	16%	15%	15%
None of these	84	47	38	32	18	12	9	7	6	17	26	16	25	4	7	6	12	5	4	1	9	20	12	5	11	39
	4%	5%	4%	13%	6%	3%	3%	2%	1%	3%	4%	4%	5%	2%	7%	3%	7%	2%	2%	1%	5%	8%	4%	3%	4%	5%

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 13

Q4. Thinking about when your energy bill has been high, how important or otherwise do you believe each of the following were in increasing your bill?
Summary

Absolutes/col percents

Base : All respondents

		I used much more energy over that time	The appliances in my house were not energy efficient	I did not have enough insulation in my house	My energy company's prices were very high
Unweighted Base		2039	2039	2039	2039
Weighted Base		2039	2039	2039	2039
SUM: Important		1397 69%	928 45%	818 40%	1519 75%
Very important	(5)	448 22%	177 9%	235 12%	805 40%
Fairly important	(4)	949 47%	751 37%	584 29%	714 35%
Neither important nor unimportant	(3)	372 18%	617 30%	593 29%	329 16%
Fairly unimportant	(2)	115 6%	253 12%	278 14%	62 3%
Very unimportant	(1)	58 3%	120 6%	221 11%	35 2%
SUM: Unimportant		173 8%	373 18%	498 24%	98 5%
Don't know		96 5%	121 6%	129 6%	93 5%
Mean		3.83	3.32	3.17	4.13
Standard deviation		0.95	1.02	1.17	0.93
Standard error		0.02	0.02	0.03	0.02

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 14

**Q4. Thinking about when your energy bill has been high, how important or otherwise do you believe each of the following were in increasing your bill?
I used much more energy over that time**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Important	1397	675	722	129	226	275	242	218	307	407	407	278	306	122	63	170	128	128	114	66	119	171	183	134	203	583
	69%	68%	69%	53%	69%	71%	70%	71%	72%	74%	69%	65%	65%	69%	68%	71%	71%	68%	72%	61%	62%	67%	70%	72%	68%	69%
Very important	(5) 448	208	240	34	79	76	86	81	93	146	118	86	97	42	25	53	34	34	35	27	38	55	66	39	67	181
	22%	21%	23%	14%	24%	20%	25%	26%	22%	27%	20%	20%	21%	24%	27%	22%	19%	18%	22%	25%	20%	21%	25%	21%	22%	21%
Fairly important	(4) 949	467	482	96	147	200	156	137	215	260	289	192	208	79	38	116	94	94	79	39	81	117	117	94	136	402
	47%	47%	46%	39%	45%	52%	45%	45%	50%	47%	49%	45%	44%	45%	41%	49%	52%	50%	50%	37%	43%	45%	45%	51%	45%	48%
Neither important nor unimportant	(3) 372	195	178	70	61	59	62	56	64	82	104	97	89	38	22	42	33	29	23	25	33	51	46	29	60	151
	18%	19%	17%	28%	19%	15%	18%	18%	15%	15%	18%	23%	19%	22%	24%	18%	18%	15%	15%	23%	17%	20%	18%	16%	20%	18%
Fairly unimportant	(2) 115	61	54	18	16	24	16	15	27	25	38	25	27	10	3	11	2	14	11	9	15	13	20	7	17	50
	6%	6%	5%	7%	5%	6%	5%	5%	6%	5%	6%	6%	6%	6%	4%	5%	1%	7%	7%	8%	8%	5%	8%	4%	4%	6%
Very unimportant	(1) 58	31	27	-	7	14	13	9	15	18	14	16	10	3	1	6	8	9	2	3	2	10	7	9	12	19
	3%	3%	3%	-	2%	3%	4%	3%	4%	3%	2%	4%	2%	2%	1%	2%	4%	5%	1%	2%	1%	4%	3%	5%	4%	2%
SUM: Unimportant	173	92	81	18	23	37	29	24	42	44	52	41	37	13	5	17	10	22	13	11	17	22	26	17	29	69
	8%	9%	8%	7%	7%	10%	8%	8%	10%	8%	9%	10%	8%	8%	5%	7%	5%	12%	8%	11%	9%	9%	10%	9%	10%	8%
Don't know	96	37	59	27	16	15	14	8	16	18	29	12	38	4	3	11	9	9	9	5	22	11	6	7	8	39
	5%	4%	6%	11%	5%	4%	4%	3%	4%	3%	5%	3%	8%	2%	3%	4%	5%	5%	6%	5%	12%	4%	2%	4%	3%	5%
Mean	3.83	3.79	3.87	3.67	3.89	3.81	3.86	3.89	3.83	3.92	3.82	3.74	3.82	3.85	3.92	3.87	3.85	3.73	3.90	3.77	3.82	3.79	3.84	3.82	3.78	3.84
Standard deviation	0.95	0.96	0.94	0.84	0.92	0.95	0.99	0.97	0.97	0.96	0.92	0.98	0.93	0.92	0.90	0.91	0.91	1.02	0.88	1.02	0.91	0.98	0.98	0.99	1.00	0.92
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.04	0.07	0.09	0.06	0.07	0.07	0.08	0.10	0.07	0.07	0.06	0.07	0.06	0.03

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 15

**Q4. Thinking about when your energy bill has been high, how important or otherwise do you believe each of the following were in increasing your bill?
The appliances in my house were not energy efficient**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Important	928	445	483	109	169	163	165	138	184	259	259	199	211	81	40	115	83	71	79	43	81	129	127	79	141	404
	45%	45%	46%	45%	52%	42%	48%	45%	43%	47%	44%	46%	45%	46%	43%	48%	46%	38%	50%	40%	42%	50%	48%	43%	47%	48%
Very important	(5) 177	89	88	21	41	26	36	25	27	39	43	50	45	17	10	30	14	5	20	7	9	29	19	16	28	74
	9%	9%	8%	9%	13%	7%	10%	8%	6%	7%	7%	12%	10%	10%	11%	13%	8%	3%	13%	7%	5%	11%	7%	9%	9%	9%
Fairly important	(4) 751	356	395	88	127	137	129	113	158	220	216	149	167	64	30	85	69	67	59	36	71	99	108	63	112	330
	37%	36%	38%	36%	39%	35%	37%	37%	37%	40%	36%	35%	36%	36%	33%	35%	38%	35%	37%	33%	37%	39%	41%	34%	37%	39%
Neither important nor unimportant	(3) 617	317	300	73	89	130	110	96	120	160	175	138	144	60	34	73	51	56	39	42	61	71	82	48	94	254
	30%	32%	29%	30%	27%	34%	32%	31%	28%	29%	30%	32%	31%	34%	37%	30%	28%	29%	25%	39%	32%	28%	31%	26%	31%	30%
Fairly unimportant	(2) 253	131	122	23	34	50	45	42	60	79	88	39	48	27	12	27	21	31	22	14	20	30	28	22	40	100
	12%	13%	12%	9%	10%	13%	13%	14%	14%	14%	15%	9%	10%	15%	13%	11%	12%	16%	14%	13%	11%	12%	11%	12%	13%	12%
Very unimportant	(1) 120	55	64	7	15	26	16	22	33	30	33	37	20	7	3	12	12	19	9	3	7	10	14	25	14	45
	6%	6%	6%	3%	5%	7%	5%	7%	8%	5%	6%	9%	4%	4%	4%	5%	6%	10%	6%	2%	4%	4%	5%	13%	5%	5%
SUM: Unimportant	373	187	186	30	49	76	61	64	93	109	120	76	67	33	15	38	32	49	31	16	27	40	42	47	54	145
	18%	19%	18%	12%	15%	20%	18%	21%	22%	20%	20%	18%	14%	19%	17%	16%	18%	26%	20%	15%	14%	16%	16%	25%	18%	17%
Don't know	121	50	72	33	20	18	11	9	31	22	37	16	46	3	3	13	14	12	9	6	22	17	11	12	11	38
	6%	5%	7%	13%	6%	5%	3%	3%	7%	4%	6%	4%	10%	2%	3%	6%	8%	6%	5%	6%	11%	6%	4%	6%	4%	5%
Mean	3.32	3.31	3.33	3.44	3.48	3.23	3.37	3.26	3.22	3.30	3.27	3.33	3.40	3.33	3.35	3.42	3.32	3.05	3.40	3.31	3.33	3.45	3.36	3.14	3.35	3.36
Standard deviation	1.02	1.01	1.03	0.94	1.02	1.01	1.00	1.04	1.05	1.00	1.01	1.09	0.98	0.98	0.98	1.03	1.03	1.04	1.08	0.89	0.91	1.00	0.97	1.19	1.00	1.00
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.06	0.05	0.04	0.05	0.07	0.05	0.07	0.10	0.07	0.08	0.08	0.09	0.09	0.07	0.07	0.06	0.09	0.06	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 16

**Q4. Thinking about when your energy bill has been high, how important or otherwise do you believe each of the following were in increasing your bill?
I did not have enough insulation in my house**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
	Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842	
SUM: Important	818	384	434	85	144	163	145	125	157	219	235	169	196	80	35	107	71	65	76	34	73	111	101	64	102	354	
	40%	38%	42%	35%	44%	42%	42%	41%	37%	40%	40%	39%	42%	45%	38%	45%	39%	35%	48%	32%	38%	43%	39%	35%	34%	42%	
Very important	(5)	235	110	125	27	42	43	48	34	41	50	62	58	65	23	17	30	17	17	27	8	18	37	20	21	33	96
		12%	11%	12%	11%	13%	11%	14%	11%	10%	9%	11%	14%	14%	13%	18%	13%	9%	9%	17%	8%	9%	14%	8%	11%	11%	11%
Fairly important	(4)	584	274	309	57	102	120	97	91	116	170	172	111	131	57	18	77	54	48	49	26	55	75	81	43	69	258
		29%	27%	30%	23%	31%	31%	28%	30%	27%	31%	29%	26%	28%	32%	20%	32%	30%	26%	31%	24%	29%	29%	31%	23%	23%	31%
Neither important nor unimportant	(3)	593	313	280	83	98	116	94	89	113	161	164	129	139	51	30	67	49	51	36	42	53	77	86	52	101	261
		29%	31%	27%	34%	30%	30%	27%	29%	26%	29%	28%	30%	29%	32%	28%	27%	27%	23%	38%	28%	30%	33%	28%	34%	31%	31%
Fairly unimportant	(2)	278	142	135	30	46	56	47	45	54	85	88	58	46	20	13	28	30	39	20	11	27	34	31	25	41	116
		14%	14%	13%	12%	14%	14%	14%	15%	13%	15%	15%	14%	10%	11%	14%	12%	17%	20%	13%	10%	14%	13%	12%	13%	14%	14%
Very unimportant	(1)	221	106	114	13	15	32	45	39	76	63	67	52	38	15	12	23	18	20	16	17	20	16	30	33	40	70
		11%	11%	11%	5%	5%	8%	13%	13%	18%	11%	11%	12%	8%	9%	13%	10%	10%	11%	10%	15%	10%	6%	12%	18%	13%	8%
SUM: Unimportant		498	249	249	43	61	88	92	84	129	148	156	110	84	35	24	51	49	59	36	28	46	50	62	57	81	186
		24%	25%	24%	18%	19%	23%	27%	27%	30%	27%	26%	26%	18%	20%	27%	21%	27%	31%	23%	26%	24%	20%	24%	31%	27%	22%
Don't know		129	53	76	33	23	20	15	8	29	22	37	21	50	12	3	14	11	14	10	4	18	18	12	12	16	41
		6%	5%	7%	14%	7%	5%	4%	3%	7%	4%	6%	5%	11%	7%	3%	6%	6%	7%	6%	4%	10%	7%	5%	6%	5%	5%
Mean		3.17	3.15	3.20	3.26	3.36	3.24	3.17	3.12	2.98	3.11	3.13	3.16	3.33	3.32	3.17	3.28	3.12	3.02	3.34	2.98	3.14	3.34	3.12	2.97	3.05	3.24
Standard deviation		1.17	1.16	1.19	1.06	1.06	1.12	1.24	1.20	1.26	1.15	1.18	1.21	1.14	1.13	1.26	1.16	1.15	1.17	1.24	1.15	1.15	1.11	1.12	1.28	1.19	1.11
Standard error		0.03	0.04	0.04	0.10	0.06	0.06	0.07	0.07	0.06	0.04	0.05	0.08	0.05	0.09	0.13	0.08	0.09	0.09	0.11	0.11	0.09	0.07	0.07	0.10	0.07	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 17

**Q4. Thinking about when your energy bill has been high, how important or otherwise do you believe each of the following were in increasing your bill?
My energy company's prices were very high**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Important	1519	746	774	138	229	290	275	249	339	429	446	314	329	142	74	177	125	147	123	74	130	176	201	151	207	629
	75%	75%	74%	56%	70%	75%	79%	81%	79%	78%	75%	73%	70%	80%	80%	74%	69%	78%	77%	69%	68%	68%	77%	81%	69%	75%
Very important	(5) 805	396	410	44	109	164	149	143	197	225	229	165	186	77	41	90	68	78	77	40	60	88	108	79	112	334
	40%	40%	39%	18%	33%	42%	43%	47%	46%	41%	39%	39%	40%	43%	45%	38%	38%	41%	49%	37%	31%	34%	41%	42%	37%	40%
Fairly important	(4) 714	350	364	94	120	126	106	142	204	218	149	143	65	33	87	57	69	46	34	70	88	93	73	95	295	
	35%	35%	35%	38%	37%	33%	36%	34%	33%	37%	37%	35%	30%	37%	36%	37%	32%	37%	29%	31%	37%	34%	35%	39%	32%	35%
Neither important nor unimportant	(3) 329	180	149	54	65	67	49	40	54	80	88	82	79	24	12	43	34	27	20	23	33	47	45	22	62	145
	16%	18%	14%	22%	20%	17%	14%	13%	13%	15%	15%	19%	17%	14%	13%	18%	19%	14%	13%	22%	17%	18%	17%	12%	21%	17%
Fairly unimportant	(2) 62	23	39	16	9	10	10	5	12	16	22	14	10	6	2	6	8	4	7	1	5	10	8	4	16	25
	3%	2%	4%	7%	3%	3%	3%	2%	3%	3%	4%	3%	2%	3%	3%	3%	5%	2%	5%	1%	3%	4%	3%	2%	5%	3%
Very unimportant	(1) 35	14	21	5	5	8	5	5	7	9	9	11	7	2	2	1	5	2	-	6	5	9	1	2	7	12
	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	3%	1%	-	6%	3%	4%	1%	1%	2%	1%
SUM: Unimportant	98	37	60	21	14	18	14	10	20	25	31	24	17	8	4	7	13	6	7	7	11	19	9	6	23	37
	5%	4%	6%	9%	4%	5%	4%	3%	5%	5%	5%	6%	4%	4%	5%	3%	7%	3%	5%	7%	6%	7%	3%	3%	8%	4%
Don't know	93	36	57	32	17	12	9	7	16	15	27	7	44	4	2	12	9	9	8	3	18	15	7	7	7	32
	5%	4%	6%	13%	5%	3%	3%	2%	4%	3%	5%	2%	9%	2%	2%	5%	5%	5%	5%	3%	10%	6%	3%	4%	2%	4%
Mean	4.13	4.13	4.12	3.73	4.03	4.14	4.20	4.26	4.23	4.16	4.13	4.06	4.16	4.21	4.21	4.14	4.02	4.21	4.28	3.96	4.00	3.98	4.17	4.24	3.99	4.13
Standard deviation	0.93	0.90	0.95	0.95	0.92	0.95	0.89	0.87	0.91	0.91	0.92	0.97	0.92	0.88	0.92	0.85	1.02	0.85	0.88	1.09	0.97	1.03	0.86	0.84	1.02	0.91
Standard error	0.02	0.03	0.03	0.09	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.07	0.09	0.06	0.08	0.06	0.08	0.11	0.07	0.07	0.05	0.06	0.06	0.03

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 18

Q5. To what extent do you agree or disagree with the following statements?
Summary

Absolutes/col percents

Base : All respondents

		Within the next 5 -10 years there will be power cuts in the UK because not enough energy will be produced	I trust politicians to make the right decisions to avoid power cuts caused by a lack of energy	I trust energy providers to make the right decisions to avoid power cuts caused by a lack of energy	Every individual has a responsibly to monitor their own energy usage to avoid wasting the country's energy supply
Unweighted Base		2039	2039	2039	2039
Weighted Base		2039	2039	2039	2039
SUM: Agree		661 32%	457 22%	767 38%	1611 79%
Strongly agree	(5)	132 6%	60 3%	109 5%	536 26%
Agree	(4)	529 26%	397 19%	658 32%	1074 53%
Neither agree nor disagree	(3)	638 31%	454 22%	526 26%	318 16%
Disagree	(2)	455 22%	612 30%	422 21%	61 3%
Strongly disagree	(1)	75 4%	455 22%	260 13%	22 1%
SUM: Disagree		530 26%	1068 52%	683 33%	84 4%
Don't know		210 10%	61 3%	63 3%	27 1%
Mean		3.10	2.49	2.97	4.01
Standard deviation		0.99	1.14	1.14	0.80
Standard error		0.02	0.03	0.03	0.02

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 19

Q5. To what extent do you agree or disagree with the following statements?
Within the next 5 -10 years there will be power cuts in the UK because not enough energy will be produced

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Agree	661	343	318	71	92	112	100	103	184	193	181	151	136	54	25	81	46	62	62	36	58	84	100	53	91	244
	32%	34%	31%	29%	28%	29%	29%	34%	43%	35%	31%	35%	29%	31%	27%	34%	25%	33%	39%	34%	30%	33%	38%	28%	30%	29%
Strongly agree	(5) 132	80	52	24	23	26	9	19	30	42	26	28	36	9	7	17	8	12	14	10	7	20	16	13	15	55
	6%	8%	5%	10%	7%	7%	3%	6%	7%	8%	4%	7%	8%	5%	7%	7%	5%	6%	9%	9%	3%	8%	6%	7%	5%	7%
Agree	(4) 529	263	266	47	69	86	90	84	153	151	155	123	100	46	18	63	37	50	48	27	51	64	84	40	77	190
	26%	26%	26%	19%	21%	22%	26%	27%	36%	27%	26%	29%	21%	26%	20%	27%	21%	26%	30%	25%	27%	25%	32%	22%	26%	23%
Neither agree nor disagree	(3) 638	292	346	67	111	127	113	108	111	159	189	125	165	60	27	70	68	48	40	41	59	74	73	78	113	265
	31%	29%	33%	27%	34%	33%	32%	35%	26%	29%	32%	29%	35%	34%	29%	29%	38%	25%	26%	38%	31%	29%	28%	42%	38%	32%
Disagree	(2) 455	250	205	74	80	93	87	56	64	121	147	96	91	45	26	52	37	46	33	19	45	64	59	29	60	227
	22%	25%	20%	30%	25%	24%	25%	18%	15%	22%	25%	22%	19%	25%	28%	22%	20%	24%	21%	18%	24%	25%	23%	16%	20%	27%
Strongly disagree	(1) 75	51	24	16	11	17	13	9	9	25	22	13	14	5	4	9	4	14	4	1	8	12	9	5	10	44
	4%	5%	2%	7%	3%	4%	4%	3%	2%	5%	4%	3%	3%	3%	4%	4%	2%	7%	3%	1%	4%	5%	3%	3%	3%	5%
SUM: Disagree	530	300	229	90	91	110	100	65	73	146	170	109	105	50	29	61	41	60	37	20	54	76	68	34	70	271
	26%	30%	22%	37%	28%	28%	29%	21%	17%	27%	29%	25%	22%	28%	32%	26%	23%	32%	24%	18%	28%	30%	26%	18%	23%	32%
Don't know	210	64	146	17	32	38	34	29	61	53	52	43	63	13	10	28	26	20	18	11	21	22	20	21	26	61
	10%	6%	14%	7%	10%	10%	10%	10%	14%	10%	9%	10%	14%	7%	11%	12%	14%	10%	12%	10%	11%	9%	8%	11%	9%	7%
Mean	3.10	3.08	3.13	2.95	3.05	3.03	2.99	3.17	3.36	3.13	3.03	3.15	3.13	3.05	2.99	3.13	3.06	3.00	3.25	3.26	3.01	3.07	3.16	3.16	3.10	2.98
Standard deviation	0.99	1.05	0.92	1.12	0.99	1.00	0.93	0.94	0.95	1.04	0.96	0.99	0.97	0.94	1.03	1.01	0.90	1.09	1.03	0.92	0.96	1.04	0.99	0.91	0.92	1.02
Standard error	0.02	0.04	0.03	0.10	0.06	0.05	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.07	0.11	0.07	0.07	0.08	0.09	0.09	0.07	0.07	0.06	0.07	0.06	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 20

Q5. To what extent do you agree or disagree with the following statements?
I trust politicians to make the right decisions to avoid power cuts caused by a lack of energy

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
	Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842	
SUM: Agree	457	229	228	89	87	76	51	59	97	120	136	94	107	31	29	55	35	41	29	16	46	72	56	48	58	197	
	22%	23%	22%	36%	27%	20%	15%	19%	23%	22%	23%	22%	23%	18%	32%	23%	19%	22%	18%	15%	24%	28%	21%	26%	19%	23%	
Strongly agree	(5)	60	35	25	21	12	7	11	3	6	13	17	14	16	3	5	11	1	5	3	1	4	19	3	5	10	25
		3%	3%	2%	9%	4%	2%	3%	1%	1%	2%	3%	3%	3%	1%	5%	5%	*	3%	2%	1%	2%	8%	1%	2%	3%	3%
Agree	(4)	397	195	203	67	75	69	40	55	91	107	119	80	91	29	25	43	34	36	26	15	41	52	52	43	48	173
		19%	19%	19%	28%	23%	18%	12%	18%	21%	19%	20%	19%	20%	16%	27%	18%	19%	19%	16%	14%	22%	20%	20%	23%	16%	20%
Neither agree nor disagree	(3)	454	201	252	62	71	101	63	64	93	118	128	91	116	43	18	49	27	40	36	30	40	52	71	50	69	185
		22%	20%	24%	25%	22%	26%	18%	21%	22%	22%	21%	25%	24%	19%	20%	15%	21%	23%	27%	21%	20%	27%	27%	23%	22%	
Disagree	(2)	612	288	324	49	87	120	120	99	137	186	201	113	112	62	26	76	62	60	48	30	63	72	69	45	105	252
		30%	29%	31%	20%	27%	31%	35%	32%	32%	34%	34%	26%	24%	35%	28%	32%	34%	32%	30%	28%	33%	28%	26%	24%	35%	30%
Strongly disagree	(1)	455	259	196	36	65	80	104	78	94	115	106	117	118	38	16	52	45	42	43	29	41	52	60	38	63	180
		22%	26%	19%	15%	20%	21%	30%	25%	22%	21%	18%	27%	25%	22%	18%	22%	25%	22%	27%	27%	21%	20%	23%	20%	21%	21%
SUM: Disagree		1068	547	521	86	151	200	224	177	230	301	307	230	230	100	42	128	107	102	91	59	103	124	129	83	167	433
		52%	55%	50%	35%	46%	52%	65%	58%	54%	55%	52%	54%	49%	56%	46%	53%	59%	54%	57%	54%	54%	48%	49%	45%	56%	51%
Don't know		61	21	39	8	17	11	9	6	10	11	20	13	16	3	3	8	11	6	2	4	3	9	6	5	6	28
		3%	2%	4%	3%	5%	3%	3%	2%	2%	2%	3%	3%	3%	2%	4%	3%	6%	3%	2%	4%	1%	3%	2%	3%	2%	3%
Mean		2.49	2.45	2.54	2.95	2.62	2.48	2.21	2.36	2.47	2.48	2.55	2.43	2.50	2.40	2.73	2.51	2.31	2.46	2.35	2.32	2.50	2.66	2.49	2.62	2.45	2.52
Standard deviation		1.14	1.18	1.09	1.21	1.17	1.07	1.10	1.09	1.10	1.10	1.18	1.18	1.05	1.20	1.17	1.09	1.13	1.11	1.06	1.12	1.24	1.10	1.14	1.10	1.14	
Standard error		0.03	0.04	0.03	0.11	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.08	0.12	0.08	0.08	0.08	0.09	0.10	0.08	0.08	0.07	0.08	0.06	0.04

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 21

Q5. To what extent do you agree or disagree with the following statements?
I trust energy providers to make the right decisions to avoid power cuts caused by a lack of energy

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
	Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Agree	767	365	403	129	124	125	121	104	164	203	230	154	180	71	38	93	69	70	68	32	59	94	102	71	99	319
	38%	37%	39%	53%	38%	32%	35%	34%	38%	37%	39%	36%	38%	40%	41%	39%	38%	37%	43%	29%	31%	36%	39%	38%	33%	38%
Strongly agree	(5) 109	57	52	34	19	15	20	11	11	26	25	26	32	4	6	16	3	9	7	2	9	31	13	9	16	52
	5%	6%	5%	14%	6%	4%	6%	3%	3%	5%	4%	6%	7%	2%	6%	7%	2%	5%	4%	2%	5%	12%	5%	5%	5%	6%
Agree	(4) 658	308	350	95	105	111	101	93	153	177	205	128	149	67	32	77	66	62	61	30	50	63	89	62	83	267
	32%	31%	34%	39%	32%	29%	29%	31%	36%	32%	35%	30%	32%	38%	35%	32%	37%	33%	38%	28%	26%	24%	34%	34%	28%	32%
Neither agree nor disagree	(3) 526	244	282	52	81	108	89	79	117	143	135	117	131	45	17	62	36	57	37	32	57	67	74	42	78	213
	26%	24%	27%	21%	25%	28%	26%	26%	27%	26%	23%	27%	28%	26%	19%	26%	20%	30%	24%	29%	30%	26%	28%	23%	26%	25%
Disagree	(2) 422	220	202	37	72	80	73	76	85	125	127	89	81	38	24	41	40	31	24	27	45	57	49	45	69	178
	21%	22%	19%	15%	22%	21%	21%	25%	20%	23%	22%	21%	17%	22%	26%	17%	23%	16%	15%	25%	23%	22%	19%	24%	23%	21%
Strongly disagree	(1) 260	145	115	14	35	64	56	43	48	72	78	54	57	21	10	34	25	25	25	14	25	27	33	22	49	105
	13%	15%	11%	6%	11%	17%	16%	14%	11%	13%	13%	13%	12%	12%	11%	14%	14%	13%	16%	13%	13%	11%	13%	12%	16%	12%
SUM: Disagree	683	365	317	51	107	144	129	119	133	197	205	143	138	59	34	75	65	55	49	41	70	84	82	67	118	283
	33%	37%	31%	21%	33%	37%	37%	39%	31%	36%	35%	33%	29%	33%	37%	31%	36%	29%	31%	38%	37%	33%	32%	36%	39%	34%
Don't know	63	24	38	12	15	9	7	4	14	8	21	14	20	1	3	9	9	6	5	4	6	12	3	5	5	27
	3%	2%	4%	5%	5%	2%	2%	1%	3%	1%	4%	3%	4%	1%	3%	4%	5%	3%	3%	3%	3%	5%	1%	3%	2%	3%
Mean	2.97	2.91	3.02	3.42	3.00	2.82	2.87	2.84	2.98	2.93	2.95	2.96	3.04	2.98	2.99	3.00	2.89	2.99	3.01	2.80	2.85	3.05	3.00	2.95	2.82	2.98
Standard deviation	1.14	1.17	1.11	1.11	1.12	1.15	1.18	1.12	1.07	1.13	1.14	1.14	1.14	1.08	1.17	1.18	1.13	1.12	1.18	1.06	1.11	1.20	1.12	1.14	1.17	1.15
Standard error	0.03	0.04	0.03	0.10	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.08	0.12	0.08	0.08	0.08	0.10	0.10	0.08	0.08	0.07	0.08	0.07	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 22

Absolutes/col percents

Q5. To what extent do you agree or disagree with the following statements?
Every individual has a responsibly to monitor their own energy usage to avoid wasting the country's energy supply

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777	
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842	
SUM: Agree	1611	767	844	176	244	305	269	247	369	451	484	329	347	139	67	189	142	153	135	86	142	185	218	156	242	650	
		79%	77%	81%	72%	75%	79%	78%	81%	86%	82%	82%	77%	74%	78%	72%	79%	79%	81%	85%	80%	74%	72%	84%	84%	81%	77%
Strongly agree	(5)	536	238	299	50	80	103	97	88	119	146	148	112	131	48	27	71	50	43	25	40	65	73	53	84	204	
		26%	24%	29%	20%	25%	27%	28%	29%	28%	27%	25%	26%	28%	27%	29%	30%	28%	23%	26%	23%	21%	25%	28%	28%	24%	
Agree	(4)	1074	529	545	126	164	202	173	159	250	305	336	217	216	91	40	117	92	110	93	61	102	120	145	103	158	445
		53%	53%	52%	52%	50%	52%	50%	52%	58%	55%	57%	51%	46%	51%	43%	49%	51%	58%	59%	57%	53%	47%	56%	56%	53%	53%
Neither agree nor disagree	(3)	318	175	143	50	56	66	55	46	45	72	69	80	96	31	19	37	26	24	17	15	36	51	36	25	43	132
		16%	17%	14%	21%	17%	17%	16%	15%	10%	13%	12%	19%	21%	18%	21%	15%	14%	13%	11%	14%	19%	20%	14%	14%	14%	16%
Disagree	(2)	61	38	24	9	11	7	11	11	13	20	22	7	13	6	2	9	3	11	5	3	7	7	6	2	12	31
		3%	4%	2%	4%	3%	2%	3%	4%	3%	4%	4%	2%	3%	3%	2%	4%	2%	6%	3%	3%	4%	3%	2%	1%	4%	4%
Strongly disagree	(1)	22	11	11	-	6	7	7	1	2	2	7	7	7	1	2	1	1	-	2	1	5	8	1	1	-	14
		1%	1%	1%	-	2%	2%	2%	*	*	*	1%	2%	1%	2%	*	*	-	1%	1%	3%	3%	2%	1%	-	2%	
SUM: Disagree		84	48	35	9	17	14	17	12	15	22	29	13	19	7	4	10	4	11	6	4	13	15	7	3	12	45
		4%	5%	3%	4%	5%	4%	5%	4%	3%	4%	5%	3%	4%	4%	4%	2%	6%	4%	4%	7%	6%	3%	2%	4%	5%	
Don't know		27	9	18	9	8	2	5	1	1	5	9	6	7	*	3	4	8	1	2	*	5	-	2	3	16	
		1%	1%	2%	4%	3%	1%	1%	*	*	1%	2%	1%	1%	*	3%	2%	4%	1%	1%	2%	*	2%	-	1%	2%	
Mean		4.01	3.95	4.07	3.92	3.95	4.01	4.00	4.06	4.10	4.05	4.02	3.99	3.98	4.01	3.98	4.06	4.09	3.99	4.07	4.00	3.86	3.90	4.09	4.11	4.06	3.96
Standard deviation		0.80	0.82	0.79	0.76	0.85	0.82	0.87	0.78	0.73	0.76	0.79	0.81	0.85	0.81	0.89	0.81	0.73	0.77	0.76	0.77	0.89	0.93	0.73	0.71	0.77	0.84
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.09	0.05	0.06	0.06	0.06	0.07	0.07	0.06	0.04	0.05	0.04	0.03	

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 23

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.

Absolutes/col percents

Summary**Base : All respondents**

	Gas power station	Coal power station	Oil plant	Nuclear power station	Wind farms	Solar panels	Biomass - a renewable energy source taken from living, or recently living organisms such as wood, waste, (hydrogen) gas, and alcohol fuels	Hydro power station - power derived from the force or energy of moving water
Unweighted Base	2039	2039	2039	2039	2039	2039	2039	2039
Weighted Base	2039	2039	2039	2039	2039	2039	2039	2039
1	120 6%	34 2%	26 1%	194 10%	290 14%	478 23%	107 5%	350 17%
2	64 3%	88 4%	41 2%	62 3%	367 18%	405 20%	271 13%	302 15%
3	96 5%	59 3%	71 4%	98 5%	280 14%	270 13%	360 18%	364 18%
4	135 7%	81 4%	71 3%	126 6%	291 14%	156 8%	436 21%	303 15%
5	412 20%	221 11%	192 9%	306 15%	119 6%	88 4%	165 8%	95 5%
6	430 21%	381 19%	366 18%	118 6%	63 3%	79 4%	92 4%	71 3%
7	242 12%	395 19%	572 28%	87 4%	64 3%	80 4%	101 5%	60 3%
8	100 5%	340 17%	259 13%	608 30%	126 6%	44 2%	67 3%	55 3%
I don't care what energy sources are used in my home	440 22%	440 22%	440 22%	440 22%	440 22%	440 22%	440 22%	440 22%
Mean	5.14	6.00	6.15	5.52	3.41	2.84	3.81	3.14
Standard deviation	1.82	1.78	1.58	2.46	2.06	1.92	1.74	1.83

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 23

**Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.**

Absolutes/col percents

Summary**Base : All respondents**

	Gas power station	Coal power station	Oil plant	Nuclear power station	Wind farms	Solar panels	Biomass - a renewable energy source taken from living, or recently living organisms such as wood, waste, (hydrogen) gas, and alcohol fuels	Hydro power station - power derived from the force or energy of moving water
Weighted Base	2039	2039	2039	2039	2039	2039	2039	2039
Standard error	0.04	0.04	0.04	0.06	0.05	0.05	0.04	0.05

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 24

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.
Gas power station

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1	120 6%	38 4%	82 8%	12 5%	24 7%	19 5%	19 6%	18 6%	29 7%	37 7%	30 5%	24 6%	29 6%	10 5%	4 4%	22 9%	13 7%	10 5%	9 6%	5 5%	13 7%	16 6%	12 4%	7 4%	18 6%	45 5%
2	64 3%	41 4%	22 2%	4 2%	14 4%	5 1%	17 5%	8 3%	14 3%	14 3%	18 3%	14 3%	17 4%	5 3%	5 5%	8 3%	5 4%	8 3%	5 3%	2 2%	3 2%	5 2%	14 5%	3 2%	12 4%	25 3%
3	96 5%	61 6%	36 3%	7 3%	12 4%	17 4%	16 5%	12 4%	33 8%	29 5%	30 5%	20 5%	17 4%	6 3%	7 7%	14 6%	7 4%	7 4%	4 2%	8 7%	14 7%	13 5%	10 4%	8 4%	10 3%	37 4%
4	135 7%	71 7%	64 6%	9 4%	15 5%	22 6%	23 7%	24 8%	42 10%	38 7%	48 8%	30 7%	19 4%	16 9%	9 10%	16 7%	13 7%	12 6%	10 6%	10 9%	6 3%	17 7%	17 7%	8 4%	22 7%	50 6%
5	412 20%	187 19%	225 22%	21 9%	58 18%	87 23%	73 21%	78 26%	94 22%	127 23%	124 21%	85 20%	76 16%	32 18%	12 13%	47 20%	31 17%	39 21%	29 18%	21 20%	35 18%	53 21%	69 26%	44 24%	76 25%	156 19%
6	430 21%	239 24%	191 18%	44 18%	65 20%	90 23%	79 23%	68 22%	84 20%	133 24%	126 21%	82 19%	88 19%	37 21%	19 21%	37 15%	49 27%	47 25%	34 21%	17 16%	41 22%	48 19%	58 22%	43 23%	57 19%	188 22%
7	242 12%	131 13%	111 11%	40 17%	38 12%	43 11%	44 13%	38 12%	38 9%	66 12%	70 12%	48 11%	58 12%	28 16%	13 14%	31 13%	12 7%	15 8%	16 10%	15 14%	27 14%	23 9%	26 10%	34 18%	34 11%	103 12%
8	100 5%	54 5%	47 4%	26 11%	19 6%	19 5%	12 3%	11 4%	14 3%	23 4%	31 5%	19 5%	27 6%	16 9%	5 5%	17 7%	5 3%	8 4%	8 5%	9 7%	8 3%	6 7%	17 3%	2 1%	17 6%	49 6%
I don't care what energy sources are used in my home	440 22%	177 18%	263 25%	82 33%	81 25%	84 22%	63 18%	47 15%	82 19%	84 15%	114 19%	105 24%	137 29%	28 16%	19 21%	47 19%	44 24%	44 23%	43 27%	22 20%	45 24%	64 25%	47 18%	38 20%	56 19%	190 23%
Mean	5.14	5.23	5.03	5.73	5.08	5.30	5.07	5.12	4.81	5.10	5.16	5.08	5.20	5.40	5.09	4.97	4.96	5.08	5.23	5.17	5.12	5.14	5.05	5.37	5.11	5.25
Standard deviation	1.82	1.74	1.89	1.95	1.97	1.67	1.79	1.71	1.79	1.77	1.77	1.82	1.95	1.84	1.89	2.06	1.80	1.76	1.82	1.85	1.86	1.86	1.70	1.55	1.80	1.81
Standard error	0.04	0.06	0.06	0.20	0.12	0.09	0.10	0.10	0.09	0.07	0.09	0.13	0.10	0.15	0.22	0.14	0.15	0.14	0.18	0.19	0.16	0.14	0.11	0.12	0.11	0.07

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 25

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.
Coal power station

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1	34 2%	16 2%	18 2%	3 1%	6 2%	5 1%	5 1%	5 2%	11 3%	7 1%	9 2%	9 2%	9 2%	5 3%	7 8%	4 2%	3 2%	2 1%	2 1%	-	3 2%	1 *	4 2%	2 1%	5 2%	9 1%
2	88 4%	37 4%	51 5%	20 8%	15 4%	13 3%	13 4%	7 2%	19 5%	29 5%	24 4%	18 4%	17 4%	9 5%	1 1%	13 6%	4 2%	5 3%	4 3%	6 6%	6 3%	22 9%	14 5%	2 1%	9 3%	43 5%
3	59 3%	33 3%	26 3%	4 2%	13 4%	6 1%	18 5%	9 3%	10 2%	14 3%	14 2%	13 3%	18 4%	4 2%	4 4%	10 4%	9 5%	3 2%	4 3%	-	4 2%	2 1%	13 5%	4 2%	15 5%	24 3%
4	81 4%	47 5%	35 3%	4 2%	12 4%	20 5%	13 4%	11 4%	22 5%	31 6%	24 4%	12 3%	14 3%	15 8%	4 4%	10 4%	4 2%	8 4%	4 3%	2 2%	14 8%	8 3%	8 3%	4 2%	12 4%	26 3%
5	221 11%	82 8%	139 13%	17 7%	39 12%	45 12%	44 13%	31 10%	46 11%	48 9%	80 14%	44 10%	49 10%	25 14%	11 12%	23 10%	24 13%	24 13%	19 12%	13 12%	17 9%	25 10%	19 7%	21 11%	43 14%	74 9%
6	381 19%	173 17%	208 20%	24 10%	56 17%	62 16%	74 21%	74 24%	91 21%	105 19%	107 18%	84 20%	85 18%	32 18%	21 23%	36 15%	28 16%	32 17%	31 19%	23 21%	28 15%	55 21%	59 23%	35 19%	51 17%	155 18%
7	395 19%	203 20%	192 18%	41 17%	62 19%	85 22%	65 19%	60 19%	82 19%	124 23%	115 20%	80 19%	75 16%	41 23%	12 13%	53 22%	32 18%	38 20%	29 18%	21 20%	39 20%	44 17%	48 18%	38 21%	65 22%	165 20%
8	340 17%	232 23%	108 10%	50 20%	44 13%	67 17%	51 15%	63 21%	66 15%	108 20%	104 18%	64 15%	65 14%	19 11%	14 15%	43 18%	31 17%	33 17%	21 13%	20 19%	33 17%	36 14%	49 19%	41 22%	43 14%	155 18%
I don't care what energy sources are used in my home	440 22%	177 18%	263 25%	82 33%	81 25%	84 22%	63 18%	47 15%	82 19%	84 15%	114 19%	105 24%	137 29%	28 16%	19 21%	47 19%	44 24%	44 23%	43 27%	22 20%	45 24%	64 25%	47 18%	38 20%	56 19%	190 23%
Mean	6.00	6.20	5.78	6.06	5.85	6.14	5.88	6.21	5.88	6.08	6.02	5.95	5.89	5.67	5.61	5.96	6.01	6.17	6.02	6.23	6.03	5.88	5.96	6.38	5.91	6.09
Standard deviation	1.78	1.80	1.75	2.08	1.82	1.68	1.74	1.63	1.83	1.79	1.74	1.80	1.81	1.80	2.07	1.91	1.78	1.61	1.64	1.60	1.80	1.82	1.87	1.55	1.74	1.79
Standard error	0.04	0.06	0.06	0.21	0.11	0.09	0.10	0.10	0.10	0.07	0.09	0.13	0.10	0.15	0.24	0.13	0.15	0.13	0.16	0.17	0.15	0.13	0.12	0.12	0.11	0.07

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 26

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.
Oil plant

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1	26 1%	9 1%	18 2%	8 3%	7 2%	3 1%	1 *	2 1%	5 1%	6 1%	6 1%	6 1%	8 2%	- -	3 3%	3 1%	6 3%	1 *	2 1%	- -	1 1%	4 2%	3 1%	5 3%	1 *	12 1%
2	41 2%	20 2%	21 2%	3 1%	13 4%	8 2%	6 2%	7 2%	6 1%	11 2%	11 2%	10 2%	10 2%	1 1%	7 7%	11 4%	1 1%	3 2%	- -	* *	5 3%	5 2%	7 3%	1 1%	8 3%	15 2%
3	71 4%	35 4%	37 4%	15 6%	16 5%	14 4%	5 1%	11 4%	12 3%	28 5%	13 3%	15 4%	15 3%	16 9%	1 1%	6 3%	4 2%	8 4%	4 2%	1 1%	7 3%	11 4%	10 4%	4 2%	11 4%	32 4%
4	71 3%	37 4%	34 3%	8 3%	6 2%	13 3%	21 6%	12 4%	12 3%	16 3%	24 4%	18 4%	13 3%	5 3%	4 4%	12 5%	3 2%	6 3%	4 2%	2 2%	6 3%	13 5%	13 5%	3 2%	18 6%	25 3%
5	192 9%	81 8%	112 11%	17 7%	31 9%	34 9%	39 11%	25 8%	46 11%	45 8%	51 9%	44 10%	52 11%	20 11%	13 14%	19 8%	12 6%	18 9%	14 9%	7 6%	29 15%	24 9%	21 8%	18 10%	28 9%	69 8%
6	366 18%	188 19%	178 17%	54 22%	57 17%	74 19%	57 16%	48 16%	76 18%	113 21%	119 20%	69 16%	65 14%	37 21%	8 8%	57 24%	25 14%	32 17%	27 17%	30 28%	35 18%	35 14%	39 15%	41 22%	71 24%	146 17%
7	572 28%	286 29%	286 27%	41 17%	84 26%	106 27%	118 34%	109 36%	114 27%	163 30%	179 30%	113 26%	116 25%	47 27%	31 33%	57 24%	63 35%	57 30%	45 28%	31 29%	48 25%	65 25%	82 31%	47 26%	84 28%	241 29%
8	259 13%	167 17%	92 9%	17 7%	33 10%	50 13%	37 11%	45 15%	77 18%	84 15%	76 13%	48 11%	51 11%	24 13%	8 9%	29 12%	23 13%	21 11%	15 12%	16 14%	35 8%	40 13%	28 15%	23 15%	112 8%	13%
I don't care what energy sources are used in my home	440 22%	177 18%	263 25%	82 33%	81 25%	84 22%	63 18%	47 15%	82 19%	84 15%	114 19%	105 24%	137 29%	28 16%	19 21%	47 19%	44 24%	44 23%	43 27%	22 20%	45 24%	64 25%	47 18%	38 20%	56 19%	190 23%
Mean	6.15	6.29	6.01	5.66	5.91	6.19	6.25	6.30	6.33	6.21	6.26	6.03	6.03	6.08	5.78	5.99	6.35	6.21	6.37	6.54	5.95	6.04	6.21	6.25	5.99	6.20
Standard deviation	1.58	1.55	1.61	1.80	1.79	1.54	1.36	1.53	1.52	1.59	1.46	1.64	1.68	1.52	1.93	1.67	1.62	1.46	1.36	1.06	1.53	1.73	1.63	1.58	1.46	1.60
Standard error	0.04	0.06	0.05	0.19	0.11	0.08	0.08	0.09	0.08	0.06	0.07	0.11	0.09	0.12	0.22	0.12	0.13	0.12	0.13	0.11	0.13	0.13	0.11	0.13	0.09	0.06

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 27

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.

Absolutes/col percents

Nuclear power station**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1	194	152	43	16	21	23	43	40	53	76	55	42	22	17	9	26	11	20	19	10	20	19	28	15	22	86
	10%	15%	4%	6%	6%	6%	12%	13%	12%	14%	9%	10%	5%	10%	10%	11%	6%	11%	12%	9%	11%	7%	11%	8%	7%	10%
2	62	41	21	4	4	14	6	6	27	27	15	6	14	8	4	5	4	5	6	1	12	3	11	4	6	19
	3%	4%	2%	2%	1%	4%	2%	2%	6%	5%	3%	1%	3%	4%	4%	2%	2%	3%	4%	1%	6%	1%	4%	2%	2%	2%
3	98	58	41	17	11	20	10	12	28	31	35	18	14	8	7	11	10	6	3	11	3	17	14	10	16	36
	5%	6%	4%	7%	3%	5%	3%	4%	7%	6%	6%	4%	3%	4%	8%	5%	5%	3%	2%	10%	1%	7%	5%	5%	5%	4%
4	126	76	50	18	26	20	14	23	25	34	42	25	25	12	1	21	8	13	6	8	17	12	14	14	18	53
	6%	8%	5%	7%	8%	5%	4%	8%	6%	7%	6%	4%	5%	7%	1%	9%	7%	7%	4%	7%	9%	5%	5%	8%	6%	6%
5	306	200	106	51	46	59	46	48	57	108	81	53	64	25	13	43	26	21	18	22	43	38	31	35	149	
	15%	20%	10%	21%	14%	15%	13%	16%	13%	20%	14%	12%	14%	14%	14%	18%	14%	14%	13%	16%	12%	17%	15%	17%	12%	18%
6	118	60	58	7	18	24	20	26	23	26	40	18	35	13	3	16	12	11	10	6	8	12	16	11	16	44
	6%	6%	6%	3%	5%	6%	6%	8%	5%	5%	7%	4%	7%	7%	3%	7%	7%	6%	7%	5%	4%	5%	6%	6%	5%	5%
7	87	36	52	8	17	12	12	12	26	13	29	23	22	5	5	8	8	4	6	6	8	13	14	10	11	35
	4%	4%	5%	3%	5%	3%	4%	4%	6%	2%	5%	5%	5%	3%	6%	3%	5%	2%	4%	6%	4%	5%	5%	5%	4%	4%
8	608	200	408	41	103	131	131	92	109	153	181	138	135	62	30	64	58	59	44	28	56	74	79	53	120	230
	30%	20%	39%	17%	32%	34%	38%	30%	25%	28%	31%	32%	29%	35%	33%	27%	32%	32%	28%	26%	30%	29%	30%	28%	40%	27%
I don't care what energy sources are used in my home	440	177	263	82	81	84	63	47	82	84	114	105	137	28	19	47	44	44	43	22	45	64	47	38	56	190
	22%	18%	25%	33%	25%	22%	18%	15%	19%	15%	19%	24%	29%	16%	21%	19%	24%	23%	27%	20%	24%	25%	18%	20%	19%	23%
Mean	5.52	4.77	6.31	5.12	5.89	5.83	5.75	5.39	5.08	5.07	5.55	5.71	5.91	5.60	5.58	5.33	5.87	5.52	5.42	5.36	5.37	5.68	5.43	5.56	6.00	5.42
Standard deviation	2.46	2.48	2.18	2.21	2.27	2.33	2.58	2.51	2.60	2.56	2.44	2.50	2.21	2.50	2.58	2.42	2.31	2.55	2.62	2.38	2.60	2.34	2.53	2.35	2.39	2.44
Standard error	0.06	0.09	0.07	0.23	0.14	0.13	0.15	0.15	0.14	0.10	0.12	0.17	0.12	0.20	0.30	0.17	0.19	0.21	0.26	0.25	0.22	0.17	0.17	0.19	0.15	0.10

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 28

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.

Absolutes/col percents

Wind farms

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	189	158	108	191	257	262	186	300	842	
1	290	135	155	27	56	65	57	33	52	61	79	78	72	30	19	33	25	23	18	19	36	29	30	27	46	131
	14%	14%	15%	11%	17%	17%	16%	11%	12%	11%	13%	18%	15%	17%	20%	14%	14%	12%	11%	18%	19%	11%	12%	15%	16%	
2	367	187	180	42	53	89	59	62	61	107	127	66	68	41	14	31	36	32	23	16	26	52	50	47	65	161
	18%	19%	17%	17%	16%	23%	17%	20%	14%	19%	21%	15%	14%	23%	15%	13%	20%	17%	15%	15%	14%	20%	19%	25%	22%	19%
3	280	153	127	27	45	46	52	50	61	78	87	44	71	25	11	34	18	25	23	10	30	35	42	27	46	99
	14%	15%	12%	11%	14%	12%	15%	16%	14%	14%	15%	10%	15%	14%	12%	14%	10%	13%	14%	10%	16%	14%	16%	14%	15%	12%
4	291	135	155	30	48	56	45	51	60	87	82	67	55	22	9	41	26	29	25	20	19	40	37	23	37	130
	14%	14%	15%	12%	15%	14%	13%	17%	14%	16%	14%	16%	12%	12%	10%	17%	15%	16%	18%	10%	16%	14%	12%	12%	15%	
5	119	65	54	16	15	21	26	21	21	40	29	25	25	11	7	22	16	9	6	5	11	10	18	5	14	57
	6%	7%	5%	7%	5%	5%	7%	7%	5%	7%	5%	6%	5%	6%	8%	9%	9%	5%	4%	5%	6%	4%	7%	3%	5%	7%
6	63	33	30	4	4	7	15	8	24	24	16	14	10	4	4	11	7	8	4	2	9	4	9	2	8	18
	3%	3%	3%	2%	1%	2%	4%	3%	6%	4%	3%	3%	2%	2%	5%	4%	4%	4%	3%	1%	5%	2%	3%	1%	3%	2%
7	64	33	30	4	11	8	5	12	22	25	16	10	12	7	4	7	3	7	4	5	1	11	10	5	9	15
	3%	3%	3%	2%	3%	2%	4%	5%	5%	3%	2%	2%	3%	4%	4%	3%	2%	4%	2%	5%	1%	4%	4%	3%	3%	2%
8	126	80	46	11	12	11	25	21	46	45	42	20	19	9	5	14	5	12	12	9	14	12	20	12	20	40
	6%	8%	4%	5%	4%	3%	7%	7%	11%	8%	7%	5%	4%	5%	6%	6%	3%	7%	8%	8%	7%	5%	7%	7%	7%	5%
I don't care what energy sources are used in my home	440	177	263	82	81	84	63	47	82	84	114	105	137	28	19	47	44	44	43	22	45	64	47	38	56	190
	22%	18%	25%	33%	25%	22%	18%	15%	19%	15%	19%	24%	29%	16%	21%	19%	24%	23%	27%	20%	24%	25%	18%	20%	19%	23%
Mean	3.41	3.53	3.28	3.31	3.13	2.96	3.40	3.54	3.95	3.71	3.37	3.24	3.20	3.20	3.40	3.62	3.22	3.57	3.57	3.53	3.30	3.33	3.58	3.14	3.29	3.21
Standard deviation	2.06	2.13	1.97	1.95	1.92	1.78	2.08	2.01	2.30	2.12	2.06	2.02	1.95	2.02	2.22	2.03	1.83	2.09	2.10	2.25	2.15	1.95	2.09	2.02	2.07	1.93
Standard error	0.05	0.08	0.07	0.20	0.12	0.10	0.12	0.12	0.12	0.08	0.10	0.14	0.10	0.17	0.26	0.14	0.15	0.17	0.21	0.23	0.18	0.14	0.14	0.16	0.13	0.08

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 29

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.
Solar panels

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade					Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	189	158	108	191	257	262	186	300	842	
1	478 23%	223 22%	255 25%	51 21%	81 25%	112 29%	87 25%	80 26%	66 15%	133 24%	153 26%	83 19%	109 23%	34 19%	12 13%	59 25%	46 26%	42 22%	35 22%	24 22%	35 18%	75 29%	71 27%	45 24%	86 29%	203 24%
2	405 20%	203 20%	202 19%	39 16%	60 18%	80 21%	76 22%	60 20%	89 21%	106 19%	111 19%	95 22%	93 20%	32 18%	20 22%	45 19%	35 19%	28 15%	29 18%	26 24%	46 24%	48 19%	52 20%	45 24%	60 20%	160 19%
3	270 13%	149 15%	121 12%	29 12%	36 11%	48 12%	47 14%	43 14%	67 16%	86 16%	86 15%	53 12%	45 10%	38 21%	14 15%	33 14%	20 11%	30 16%	24 15%	13 12%	15 8%	29 11%	27 10%	29 16%	36 12%	116 14%
4	156 8%	75 8%	81 8%	6 3%	20 6%	22 6%	19 6%	35 12%	52 12%	51 9%	47 8%	27 6%	31 7%	15 9%	10 11%	16 7%	13 7%	18 9%	14 9%	4 4%	17 9%	9 4%	25 10%	15 8%	18 6%	53 6%
5	88 4%	59 6%	29 3%	9 4%	17 5%	11 3%	19 6%	13 4%	19 4%	29 5%	15 3%	24 6%	20 4%	9 5%	5 6%	16 7%	9 5%	10 5%	3 2%	11 10%	7 4%	5 2%	11 4%	2 1%	18 6%	37 4%
6	79 4%	44 4%	35 3%	15 6%	17 5%	11 3%	12 3%	9 3%	15 3%	22 4%	27 5%	16 4%	14 3%	11 6%	8 8%	10 4%	4 2%	4 2%	5 3%	3 3%	8 4%	15 4%	9 6%	4 3%	11 2%	34 4%
7	80 4%	47 5%	33 3%	10 4%	4 1%	11 3%	16 5%	10 3%	29 7%	24 4%	27 5%	19 4%	10 2%	8 4%	1 1%	11 4%	4 2%	10 5%	2 1%	4 4%	11 6%	10 4%	13 5%	6 3%	9 3%	32 4%
8	44 2%	22 2%	22 2%	3 1%	10 3%	7 2%	6 2%	8 3%	10 2%	17 3%	12 2%	7 2%	8 2%	4 2%	3 3%	3 1%	6 3%	3 1%	4 2%	3 2%	7 4%	2 1%	8 3%	2 1%	5 2%	18 2%
I don't care what energy sources are used in my home	440 22%	177 18%	263 25%	82 33%	81 25%	84 22%	63 18%	47 15%	82 19%	84 15%	114 19%	105 24%	137 29%	28 16%	19 21%	47 19%	44 24%	44 23%	43 27%	22 20%	45 24%	64 25%	47 18%	38 20%	56 19%	190 23%
Mean	2.84	2.97	2.70	2.89	2.79	2.51	2.78	2.80	3.23	2.96	2.81	2.91	2.65	3.10	3.24	2.85	2.71	2.95	2.65	2.89	3.13	2.56	2.86	2.55	2.66	2.81
Standard deviation	1.92	1.95	1.87	2.01	1.95	1.80	1.90	1.87	1.95	1.97	1.93	1.89	1.82	1.89	1.87	1.90	1.92	1.90	1.74	1.94	2.12	1.89	2.03	1.67	1.86	1.92
Standard error	0.05	0.07	0.06	0.21	0.12	0.10	0.11	0.11	0.10	0.08	0.10	0.13	0.10	0.15	0.22	0.13	0.16	0.15	0.17	0.20	0.18	0.14	0.14	0.13	0.12	0.08

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 30

Absolutes/col percents

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?

Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.

Biomass - a renewable energy source taken from living, or recently living organisms such as wood, waste, (hydrogen) gas, and alcohol fuels

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1	107	34	73	13	18	19	17	17	23	35	35	15	22	8	4	12	8	13	12	7	5	9	17	12	24	34
	5%	3%	7%	5%	6%	5%	5%	5%	6%	6%	4%	5%	5%	4%	3%	5%	4%	7%	8%	6%	3%	3%	7%	6%	8%	4%
2	271	140	131	30	34	47	53	49	59	85	73	59	53	31	10	39	20	29	24	15	21	33	33	16	36	115
	13%	14%	13%	12%	10%	12%	15%	16%	14%	16%	12%	14%	11%	17%	11%	16%	11%	15%	15%	14%	11%	13%	13%	9%	12%	14%
3	360	168	192	27	55	77	55	65	81	95	106	86	74	27	15	43	34	38	31	17	37	38	46	36	52	145
	18%	17%	18%	11%	17%	20%	16%	21%	19%	17%	18%	20%	16%	15%	16%	18%	19%	20%	19%	16%	19%	15%	18%	19%	17%	17%
4	436	236	200	47	64	87	96	63	79	129	129	78	99	41	23	43	48	32	25	30	39	52	57	47	70	182
	21%	24%	19%	19%	20%	22%	28%	20%	18%	24%	22%	18%	21%	23%	25%	18%	27%	17%	16%	28%	20%	22%	25%	23%	21%	22%
5	165	96	69	24	25	28	20	24	44	44	68	25	28	17	6	10	10	14	11	8	17	23	26	22	21	69
	8%	10%	7%	10%	8%	7%	6%	8%	10%	8%	12%	6%	6%	10%	7%	4%	6%	8%	7%	8%	9%	9%	10%	12%	7%	8%
6	92	50	42	6	17	15	14	20	20	26	24	22	20	8	6	17	5	5	3	3	11	14	15	6	14	42
	4%	5%	4%	2%	5%	4%	4%	7%	5%	5%	4%	5%	4%	5%	6%	7%	3%	3%	2%	2%	6%	5%	6%	3%	5%	5%
7	101	62	38	12	18	20	14	13	24	38	21	17	24	8	5	20	8	8	6	4	8	13	16	5	19	38
	5%	6%	4%	5%	6%	5%	4%	4%	5%	7%	4%	4%	5%	4%	5%	8%	5%	4%	4%	4%	4%	5%	6%	3%	6%	4%
8	67	36	32	4	12	10	14	9	18	13	22	21	11	9	5	9	3	6	3	2	8	11	4	5	7	27
	3%	4%	3%	2%	4%	3%	4%	3%	4%	2%	4%	5%	2%	5%	5%	4%	2%	3%	2%	2%	4%	4%	2%	3%	2%	3%
I don't care what energy sources are used in my home	440	177	263	82	81	84	63	47	82	84	114	105	137	28	19	47	44	44	43	22	45	64	47	38	56	190
	22%	18%	25%	33%	25%	22%	18%	15%	19%	15%	19%	24%	29%	16%	21%	19%	24%	23%	27%	20%	24%	25%	18%	20%	19%	23%
Mean	3.81	3.97	3.64	3.77	3.95	3.77	3.77	3.71	3.88	3.77	3.81	3.86	3.82	3.86	4.07	3.91	3.70	3.58	3.41	3.63	4.03	4.03	3.80	3.76	3.74	3.85
Standard deviation	1.74	1.73	1.75	1.72	1.83	1.67	1.71	1.71	1.81	1.75	1.71	1.81	1.72	1.81	1.82	1.92	1.56	1.77	1.69	1.61	1.73	1.81	1.71	1.59	1.77	1.71
Standard error	0.04	0.06	0.06	0.18	0.11	0.09	0.10	0.10	0.10	0.07	0.09	0.13	0.09	0.15	0.21	0.14	0.13	0.14	0.17	0.17	0.15	0.13	0.11	0.13	0.11	0.07

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 31

Q6. If you could choose how energy was provided to your home, which of the following electricity sources would you most prefer?
Please rank from 1 to 8, where 1 = energy source you would most prefer, and 8 = energy source you would least prefer.
Hydro power station - power derived from the force or energy of moving water

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	189	158	108	191	257	262	186	300	842	
1	350 17%	216 22%	134 13%	32 13%	33 10%	58 15%	55 16%	63 21%	109 25%	112 20%	111 19%	66 15%	60 13%	46 26%	15 17%	33 14%	24 13%	35 18%	18 11%	21 20%	32 17%	40 16%	49 19%	36 19%	42 14%	132 16%
2	302 15%	153 15%	149 14%	20 8%	52 16%	46 12%	52 15%	60 20%	72 17%	89 16%	99 17%	55 13%	59 13%	23 13%	14 15%	42 18%	31 17%	35 19%	24 15%	19 18%	27 14%	24 9%	34 13%	29 16%	48 16%	114 14%
3	364 18%	166 17%	198 19%	38 15%	58 18%	75 19%	80 23%	57 19%	56 13%	105 19%	107 18%	74 17%	78 17%	25 14%	15 16%	41 17%	35 19%	28 15%	23 15%	27 25%	37 19%	48 19%	54 20%	31 17%	59 20%	164 19%
4	303 15%	144 14%	159 15%	40 16%	53 16%	63 16%	53 15%	39 13%	55 13%	81 15%	82 14%	65 15%	74 16%	23 13%	13 14%	34 14%	20 11%	28 15%	26 17%	11 11%	28 15%	42 16%	44 17%	33 18%	49 16%	132 16%
5	95 5%	52 5%	43 4%	8 3%	14 4%	18 5%	16 5%	18 6%	21 5%	26 5%	29 5%	23 5%	17 4%	11 6%	6 5%	13 5%	9 2%	4 8%	12 3%	3 3%	7 4%	10 4%	14 5%	6 3%	10 3%	41 5%
6	71 3%	34 3%	36 3%	8 3%	12 4%	19 5%	11 3%	5 2%	15 4%	18 3%	19 3%	19 4%	15 3%	8 3%	4 5%	9 4%	7 4%	7 4%	1 *	3 3%	6 3%	10 4%	9 4%	7 4%	15 5%	25 3%
7	60 3%	25 2%	35 3%	7 3%	11 3%	17 4%	8 2%	6 2%	12 3%	12 2%	21 3%	14 3%	13 3%	6 3%	2 2%	6 3%	5 3%	6 3%	8 5%	-	4 2%	14 6%	6 2%	3 2%	12 4%	24 3%
8	55 3%	33 3%	23 2%	10 4%	12 4%	7 2%	8 2%	10 3%	8 2%	23 4%	10 2%	7 2%	15 3%	7 4%	3 3%	13 6%	5 3%	3 1%	3 2%	1 1%	5 3%	5 2%	6 2%	4 2%	8 3%	20 2%
I don't care what energy sources are used in my home	440 22%	177 18%	263 25%	82 33%	81 25%	84 22%	63 18%	47 15%	82 19%	84 15%	114 19%	105 24%	137 29%	28 16%	19 21%	47 19%	44 24%	44 23%	43 27%	22 20%	45 24%	64 25%	47 18%	38 20%	56 19%	190 23%
Mean	3.14	3.04	3.24	3.46	3.41	3.32	3.11	2.92	2.83	3.09	3.02	3.22	3.30	3.09	3.23	3.37	3.19	2.91	3.32	2.65	3.07	3.36	3.09	2.99	3.30	3.17
Standard deviation	1.83	1.88	1.77	1.96	1.84	1.82	1.71	1.78	1.83	1.89	1.77	1.79	1.85	2.03	1.87	1.98	1.82	1.74	1.77	1.43	1.77	1.89	1.75	1.74	1.84	1.77
Standard error	0.05	0.07	0.06	0.20	0.11	0.10	0.10	0.11	0.10	0.07	0.09	0.12	0.10	0.17	0.22	0.14	0.15	0.14	0.17	0.15	0.15	0.14	0.12	0.14	0.11	0.07

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 32

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.**

Absolutes/col percents

Summary**Base : All respondents**

	Better value for money	Lower price	Better customer service	Greater renewable energy production, such as solar and wind power	Additional products and service deals (for example, replacing a boiler quickly)	Better deals providing a bundled combination of gas and electricity	Greater social responsibility programmes (for example, better deals for vulnerable/old customers)	Price plans that fix the price over a long period	Loyalty schemes for customers who read their own meter and send the information to their energy company	Discounts for long-term customers	Loyalty schemes for long-term customers	Discounts for buying more than one utility (for example, electricity and gas) from the same energy company
Unweighted Base	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
Weighted Base	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
1 Not at all important	15 1%	8 *	19 1%	71 4%	153 8%	101 5%	62 3%	27 1%	49 2%	15 1%	18 1%	96 5%
2	2 *	1 *	13 1%	41 2%	47 2%	15 1%	33 2%	20 1%	15 1%	5 *	8 *	8 *
3	2 *	5 *	30 1%	48 2%	112 6%	40 2%	60 3%	27 1%	24 1%	9 *	20 1%	19 1%
4	7 *	8 *	39 2%	34 2%	92 5%	37 2%	68 3%	47 2%	42 2%	10 *	19 1%	16 1%
5	44 2%	44 2%	213 10%	197 10%	284 14%	129 6%	234 11%	166 8%	141 7%	83 4%	106 5%	104 5%
6	69 3%	71 3%	220 11%	186 9%	261 13%	137 7%	224 11%	170 8%	175 9%	109 5%	129 6%	108 5%
7	128 6%	97 5%	323 16%	231 11%	298 15%	253 12%	265 13%	283 14%	295 14%	227 11%	208 10%	208 10%
8	315 15%	241 12%	363 18%	309 15%	270 13%	350 17%	317 16%	367 18%	428 21%	400 20%	409 20%	346 17%
9	321 16%	335 16%	258 13%	288 14%	156 8%	358 18%	256 13%	339 17%	344 17%	447 22%	422 21%	389 19%
10 Extremely important	1095 54%	1190 58%	513 25%	573 28%	271 13%	550 27%	446 22%	516 25%	465 23%	681 33%	648 32%	677 33%

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 32

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.**

Absolutes/col percents

Summary**Base : All respondents**

	Better value for money	Lower price	Better customer service	Greater renewable energy production, such as solar and wind power	Additional products and service deals (for example, replacing a boiler quickly)	Better deals providing a bundled combination of gas and electricity	Greater social responsibilit y programmes (for example, better deals for vulnerable/ old customers)	Price plans that fix the price over a long period	Loyalty schemes for customers who read their own meter and send the information to their energy company	Discounts for long-term customers	Loyalty schemes for long-term customers	Discounts for buying more than one utility (for example, electricity and gas) from the same energy company
Weighted Base	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
Don't know	41 2%	39 2%	48 2%	62 3%	95 5%	69 3%	75 4%	77 4%	63 3%	53 3%	52 3%	67 3%
Mean	8.98	9.11	7.68	7.56	6.33	7.69	7.25	7.81	7.74	8.45	8.29	8.07
Standard deviation	1.51	1.43	2.00	2.43	2.60	2.41	2.37	2.05	2.08	1.66	1.81	2.30
Standard error	0.03	0.03	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.05

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 33

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Better value for money**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	15	7	9	1	2	*	4	3	4	3	1	4	7	2	4	1	-	-	2	-	-	1	2	3	3	5
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	2%	1%	4%	1%	-	-	1%	-	-	*	1%	2%	1%	1%
2	2	1	1	-	-	*	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	*
	*	*	*	-	-	*	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	*
3	2	1	2	-	-	-	1	1	*	-	-	1	1	1	-	*	-	-	-	-	1	-	-	-	-	1
	*	*	*	-	-	-	*	*	*	-	-	*	*	*	-	*	-	-	-	-	1%	-	-	-	-	*
4	7	5	2	-	2	-	1	3	1	2	2	2	2	1	-	2	1	-	-	-	1	1	2	-	1	3
	*	1%	*	-	1%	-	*	1%	*	*	*	*	*	1%	-	1%	*	-	-	-	1%	1%	2%	-	1%	*
5	44	29	15	3	4	13	12	5	7	11	14	10	9	8	1	5	1	4	*	1	3	14	7	2	6	20
	2%	3%	1%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	5%	1%	2%	1%	2%	*	1%	1%	5%	3%	1%	2%	2%
6	69	39	30	13	10	14	12	12	8	22	14	12	21	5	2	8	11	2	2	2	8	17	8	4	10	24
	3%	4%	3%	5%	3%	4%	3%	4%	2%	4%	2%	3%	4%	3%	2%	3%	6%	1%	1%	2%	4%	6%	3%	2%	3%	3%
7	128	77	50	34	20	22	19	18	16	33	49	16	30	12	6	14	6	11	12	8	19	16	18	7	14	61
	6%	8%	5%	14%	6%	6%	6%	6%	4%	6%	8%	4%	6%	7%	6%	6%	3%	6%	7%	8%	10%	6%	7%	4%	5%	7%
8	315	173	142	51	54	69	49	46	46	89	104	60	61	23	9	46	23	22	23	15	37	41	44	32	51	153
	15%	17%	14%	21%	16%	18%	14%	15%	11%	16%	18%	14%	13%	13%	10%	19%	13%	12%	14%	14%	19%	16%	17%	17%	17%	18%
9	321	152	169	44	40	64	44	56	74	80	103	67	71	21	12	33	36	41	30	13	25	36	34	40	47	142
	16%	15%	16%	18%	12%	16%	13%	18%	17%	14%	17%	16%	15%	12%	13%	14%	20%	22%	19%	12%	13%	14%	13%	22%	16%	17%
10 Extremely important	1095	492	603	88	185	198	202	159	263	297	295	250	251	99	55	125	95	104	90	65	94	127	145	94	162	420
	54%	49%	58%	36%	57%	51%	58%	52%	61%	54%	50%	58%	54%	56%	60%	52%	53%	55%	57%	60%	49%	50%	56%	51%	54%	50%
Don't know	41	24	17	10	9	6	4	3	8	11	8	6	15	5	3	5	6	4	-	4	4	3	2	4	6	13
	2%	2%	2%	4%	3%	2%	1%	1%	2%	2%	1%	1%	3%	3%	3%	2%	4%	2%	-	4%	2%	1%	1%	2%	2%	1%
Mean	8.98	8.84	9.11	8.60	9.06	8.95	8.98	8.91	9.20	8.97	8.96	9.09	8.91	8.88	8.93	8.93	9.11	9.21	9.13	9.25	8.85	8.73	8.95	9.03	9.01	8.92

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 33

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Better value for money**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	1.51	1.56	1.45	1.46	1.44	1.40	1.64	1.63	1.47	1.51	1.36	1.51	1.70	1.72	2.06	1.51	1.27	1.15	1.40	1.13	1.44	1.68	1.58	1.51	1.49	1.46
Standard error	0.03	0.05	0.04	0.13	0.08	0.07	0.09	0.09	0.07	0.05	0.06	0.09	0.08	0.13	0.21	0.10	0.10	0.08	0.12	0.11	0.11	0.11	0.09	0.11	0.09	0.05

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 34

Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Lower price

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	8	1	7	-	-	*	3	2	3	3	-	-	5	2	*	-	-	-	2	-	-	1	1	2	-	3
	*	*	1%	-	-	*	1%	1%	1%	-	-	-	1%	1%	-	-	-	-	1%	-	-	*	*	1%	-	*
2	1	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
	*	*	*	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-
3	5	3	2	3	-	*	-	1	*	3	-	1	*	-	-	3	-	-	-	-	1	*	-	-	-	3
	*	*	*	1%	-	*	-	*	*	1%	-	1%	*	-	-	1%	-	-	-	-	1%	*	-	-	-	*
4	8	5	3	1	1	-	2	4	-	2	5	-	1	1	1	-	2	-	-	-	1	2	1	*	1	3
	*	*	*	1%	*	-	1%	1%	-	*	1%	-	*	1%	1%	-	1%	-	-	-	1%	2	1	*	*	1
5	44	26	18	7	8	10	11	6	4	8	14	10	13	6	1	3	*	2	1	1	3	16	10	1	7	20
	2%	3%	2%	3%	2%	2%	3%	2%	1%	1%	2%	2%	3%	3%	1%	1%	*	1%	1%	1%	2%	6%	4%	1%	2%	2%
6	71	38	33	19	11	10	12	7	12	22	19	14	17	3	3	13	4	4	3	3	14	15	6	4	12	36
	3%	4%	3%	8%	3%	3%	3%	2%	3%	4%	3%	3%	4%	1%	3%	5%	2%	2%	2%	2%	8%	6%	2%	2%	4%	4%
7	97	63	34	19	15	16	12	16	19	30	38	12	17	10	3	5	4	6	8	6	13	14	18	9	8	37
	5%	6%	3%	8%	5%	4%	3%	5%	4%	5%	6%	3%	4%	6%	3%	2%	2%	3%	5%	5%	7%	6%	7%	5%	3%	4%
8	241	132	109	33	45	50	33	34	45	80	71	40	50	19	6	24	25	24	14	11	24	37	34	23	26	119
	12%	13%	10%	14%	14%	13%	10%	11%	11%	14%	12%	9%	11%	11%	7%	10%	14%	13%	9%	10%	12%	14%	13%	12%	9%	14%
9	335	164	171	37	56	69	53	53	67	90	108	74	62	24	17	32	33	40	33	21	23	35	41	36	70	141
	16%	16%	16%	15%	17%	18%	15%	17%	16%	16%	18%	17%	13%	14%	18%	13%	18%	21%	21%	19%	12%	14%	16%	19%	23%	17%
10 Extremely important	1190	543	646	115	181	226	218	180	270	300	329	271	291	108	58	155	105	109	96	63	107	133	149	106	170	468
	58%	54%	62%	47%	55%	58%	63%	59%	63%	54%	56%	63%	62%	61%	63%	65%	58%	58%	61%	58%	56%	52%	57%	57%	57%	56%
Don't know	39	23	16	10	9	6	3	3	8	11	8	6	14	5	2	5	6	3	-	4	4	3	2	4	6	13
	2%	2%	1%	4%	3%	1%	1%	1%	2%	2%	1%	1%	3%	3%	2%	2%	4%	2%	-	4%	2%	1%	1%	2%	2%	1%
Mean	9.11	9.02	9.20	8.73	9.11	9.18	9.14	9.09	9.25	9.00	9.08	9.28	9.13	9.11	9.24	9.22	9.29	9.28	9.22	9.29	8.94	8.75	9.03	9.17	9.20	9.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 34

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.**
Lower price

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	1.43	1.42	1.43	1.63	1.30	1.27	1.53	1.52	1.36	1.52	1.36	1.24	1.55	1.54	1.43	1.40	1.12	1.06	1.41	1.08	1.54	1.72	1.49	1.38	1.25	1.45
Standard error	0.03	0.05	0.04	0.14	0.07	0.06	0.08	0.08	0.06	0.05	0.06	0.08	0.07	0.12	0.14	0.09	0.08	0.12	0.10	0.11	0.11	0.09	0.10	0.07	0.05	

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 35

Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Better customer service

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade					Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	19	9	10	-	3	2	4	6	5	7	3	2	7	3	*	1	-	-	5	2	1	1	2	4	3	5
	1%	1%	1%	-	1%	*	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	-	-	3%	2%	1%	*	2%	1%	2%	1%
2	13	11	1	-	3	3	2	1	4	3	2	6	1	-	4	1	-	2	4	-	2	-	1	1	*	6
	1%	1%	*	-	1%	1%	*	*	1%	1%	*	1%	*	-	4%	*	-	1%	2%	-	1%	-	*	*	*	1%
3	30	22	8	10	2	1	5	2	9	7	13	7	4	4	2	3	2	-	-	2	4	5	8	-	4	14
	1%	2%	1%	4%	1%	*	2%	1%	2%	1%	2%	2%	1%	2%	3%	1%	1%	-	-	2%	2%	3%	3%	-	1%	2%
4	39	27	12	6	8	10	2	5	8	10	19	-	10	7	1	4	3	4	5	1	4	6	1	4	4	13
	2%	3%	1%	2%	2%	3%	1%	2%	2%	2%	3%	-	2%	4%	1%	2%	1%	2%	3%	1%	2%	2%	*	2%	1%	2%
5	213	131	83	24	32	39	46	34	38	47	65	53	48	18	12	27	16	23	4	18	11	33	30	21	30	97
	10%	13%	8%	10%	10%	10%	13%	11%	9%	9%	11%	12%	10%	10%	13%	11%	9%	12%	3%	17%	6%	13%	11%	11%	10%	12%
6	220	128	92	36	22	51	39	24	49	72	68	34	46	18	10	24	19	19	14	15	30	27	25	19	42	90
	11%	13%	9%	15%	7%	13%	11%	8%	11%	13%	12%	8%	10%	10%	11%	10%	11%	10%	9%	14%	15%	10%	10%	10%	14%	11%
7	323	163	160	46	55	68	52	57	46	93	101	67	63	25	14	27	40	38	31	16	27	31	46	28	55	143
	16%	16%	15%	19%	17%	18%	15%	19%	11%	17%	17%	16%	13%	14%	15%	11%	22%	20%	19%	15%	14%	12%	17%	15%	18%	17%
8	363	166	197	50	65	79	61	40	68	104	115	61	84	21	21	46	30	30	19	16	38	48	51	42	51	166
	18%	17%	19%	20%	20%	20%	18%	13%	16%	19%	19%	14%	18%	12%	23%	19%	17%	16%	12%	15%	20%	19%	20%	22%	17%	20%
9	258	106	152	20	37	38	50	38	74	75	74	52	57	26	9	32	27	27	22	10	22	31	28	23	30	106
	13%	11%	15%	8%	11%	10%	14%	12%	17%	14%	13%	12%	12%	15%	10%	13%	15%	14%	14%	9%	12%	12%	11%	12%	10%	13%
10 Extremely important	513	207	306	46	88	90	81	93	115	122	119	136	136	51	18	70	33	41	51	22	47	72	67	42	72	186
	25%	21%	29%	19%	27%	23%	23%	30%	27%	22%	20%	32%	29%	29%	20%	29%	18%	22%	32%	20%	24%	28%	25%	22%	24%	22%
Don't know	48	29	19	8	12	6	3	5	13	11	13	10	14	5	1	5	10	5	2	5	6	3	3	4	8	15
	2%	3%	2%	3%	4%	2%	1%	2%	3%	2%	2%	2%	3%	3%	1%	2%	5%	2%	1%	5%	3%	1%	1%	2%	3%	2%
Mean	7.68	7.34	8.01	7.37	7.81	7.63	7.62	7.79	7.78	7.63	7.49	7.86	7.81	7.71	7.31	7.88	7.67	7.66	7.83	7.28	7.68	7.75	7.67	7.64	7.60	7.60

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 35

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.**
Better customer service

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	2.00	2.08	1.87	1.90	1.98	1.88	1.99	2.10	2.12	1.97	1.95	2.06	2.04	2.17	2.16	1.96	1.71	1.84	2.28	2.07	1.99	1.99	1.99	1.99	1.93	1.94
Standard error	0.04	0.07	0.06	0.17	0.11	0.09	0.10	0.12	0.10	0.07	0.09	0.13	0.09	0.16	0.22	0.13	0.13	0.13	0.19	0.20	0.15	0.13	0.12	0.15	0.11	0.07

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 36

Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Greater renewable energy production, such as solar and wind power

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade					Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	190	280	310	777
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777		
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842		
1 Not at all important	71	46	25	5	5	10	12	19	19	21	19	18	14	9	5	5	8	5	7	1	8	7	6	8	6	30		
	4%	5%	2%	2%	2%	3%	3%	6%	4%	4%	3%	4%	3%	5%	5%	2%	5%	3%	5%	1%	4%	3%	2%	5%	2%	4%		
2	41	29	12	2	-	10	12	5	11	9	21	4	6	1	3	7	-	1	7	4	4	8	4	3	6	16		
	2%	3%	1%	1%	-	3%	4%	2%	3%	2%	4%	1%	1%	1%	3%	3%	-	*	5%	3%	2%	3%	1%	2%	2%	2%		
3	48	38	10	8	6	6	8	7	13	20	17	8	3	4	1	9	2	4	2	1	4	8	10	2	4	26		
	2%	4%	1%	3%	2%	2%	2%	2%	3%	4%	3%	2%	1%	2%	1%	4%	1%	2%	1%	1%	2%	3%	4%	1%	1%	3%		
4	34	15	19	4	8	6	2	3	12	13	11	3	7	4	3	1	-	4	1	3	3	7	5	1	8	11		
	2%	1%	2%	1%	2%	1%	1%	1%	3%	2%	2%	1%	2%	2%	3%	*	-	2%	1%	3%	2%	3%	2%	*	3%	1%		
5	197	119	77	29	27	32	40	28	40	54	62	36	44	22	8	24	19	15	8	11	17	23	30	20	17	95		
	10%	12%	7%	12%	8%	8%	11%	9%	9%	10%	10%	8%	9%	13%	9%	10%	11%	8%	5%	10%	9%	9%	12%	11%	6%	11%		
6	186	103	83	21	30	37	37	21	39	58	57	27	43	17	11	14	16	14	10	13	19	29	25	17	31	80		
	9%	10%	8%	9%	9%	10%	11%	7%	9%	11%	10%	6%	9%	10%	12%	6%	9%	8%	7%	12%	10%	11%	9%	9%	10%	9%		
7	231	133	98	30	38	61	39	31	31	73	62	56	39	8	15	20	24	31	19	10	30	30	29	14	34	108		
	11%	13%	9%	12%	12%	16%	11%	10%	7%	13%	11%	13%	8%	4%	16%	8%	14%	16%	12%	9%	16%	12%	11%	7%	11%	13%		
8	309	135	174	47	56	66	38	44	59	92	94	48	75	25	14	42	44	34	24	15	29	30	34	18	51	115		
	15%	14%	17%	19%	17%	17%	11%	14%	14%	17%	16%	11%	16%	14%	15%	18%	24%	18%	15%	14%	15%	12%	13%	10%	17%	14%		
9	288	130	157	36	48	49	47	45	62	60	92	73	63	17	8	35	17	32	23	16	30	34	41	37	40	128		
	14%	13%	15%	15%	15%	13%	14%	15%	14%	11%	16%	17%	13%	9%	8%	14%	9%	17%	14%	15%	16%	13%	16%	20%	13%	15%		
10 Extremely important	573	222	351	53	94	100	104	96	126	136	144	144	149	66	22	75	41	42	54	27	37	76	74	60	91	215		
	28%	22%	34%	22%	29%	26%	30%	31%	29%	25%	24%	34%	32%	37%	23%	31%	23%	22%	34%	25%	19%	30%	28%	32%	30%	25%		
Don't know	62	29	33	10	12	11	6	5	17	14	11	12	25	5	4	9	8	5	3	6	10	4	3	5	11	18		
	3%	3%	3%	4%	4%	3%	2%	2%	4%	3%	2%	3%	5%	3%	4%	4%	4%	3%	2%	6%	5%	1%	1%	3%	4%	2%		
Mean	7.56	7.11	7.99	7.49	7.86	7.56	7.45	7.55	7.44	7.31	7.36	7.85	7.83	7.61	7.12	7.76	7.49	7.62	7.71	7.53	7.29	7.45	7.54	7.76	7.82	7.42		

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 36

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.**
Greater renewable energy production, such as solar and wind power

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	2.43	2.56	2.21	2.21	2.09	2.29	2.53	2.65	2.63	2.44	2.49	2.41	2.31	2.62	2.54	2.41	2.26	2.18	2.62	2.30	2.39	2.49	2.38	2.51	2.24	2.44
Standard error	0.05	0.09	0.07	0.20	0.11	0.11	0.13	0.15	0.13	0.09	0.11	0.15	0.11	0.20	0.26	0.16	0.17	0.16	0.22	0.22	0.18	0.16	0.14	0.18	0.13	0.09

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 37

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Additional products and service deals (for example, replacing a boiler quickly)**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	153	92	61	1	18	23	24	36	50	58	28	28	39	17	12	11	14	12	12	10	19	10	17	18	20	50
	8%	9%	6%	1%	6%	6%	7%	12%	12%	10%	5%	6%	8%	9%	13%	5%	8%	7%	8%	10%	10%	4%	6%	10%	7%	6%
2	47	33	14	1	7	9	11	7	13	18	12	10	6	4	1	8	4	3	3	3	4	4	7	6	6	25
	2%	3%	1%	*	2%	2%	3%	2%	3%	3%	2%	2%	1%	2%	1%	3%	2%	2%	2%	3%	2%	1%	3%	3%	2%	3%
3	112	74	39	8	8	18	25	19	35	39	38	22	15	6	5	16	8	9	14	5	7	10	19	12	10	48
	6%	7%	4%	3%	3%	5%	7%	6%	8%	7%	6%	5%	3%	4%	5%	7%	5%	5%	9%	5%	4%	4%	7%	7%	3%	6%
4	92	46	46	5	11	14	26	17	19	34	34	10	14	10	2	12	7	15	1	5	8	13	11	8	19	41
	5%	5%	4%	2%	3%	4%	8%	6%	4%	6%	6%	2%	3%	6%	2%	5%	4%	8%	*	5%	4%	5%	4%	4%	6%	5%
5	284	135	148	21	35	60	50	40	78	77	95	55	57	29	10	31	36	24	18	14	26	32	43	20	41	109
	14%	14%	14%	9%	11%	15%	14%	13%	18%	14%	16%	13%	12%	16%	11%	13%	20%	13%	12%	13%	14%	13%	16%	11%	14%	13%
6	261	146	115	48	30	65	42	39	38	67	84	49	61	17	12	25	19	26	20	20	31	36	24	30	43	116
	13%	15%	11%	20%	9%	17%	12%	13%	9%	12%	14%	11%	13%	10%	13%	11%	14%	13%	18%	14%	16%	14%	9%	16%	14%	14%
7	298	133	164	46	49	69	39	39	55	78	77	73	71	25	12	37	37	28	14	12	29	42	49	15	42	131
	15%	13%	16%	19%	15%	18%	11%	13%	13%	14%	13%	17%	15%	14%	13%	15%	20%	15%	9%	11%	15%	17%	19%	8%	14%	16%
8	270	122	148	41	54	47	48	38	42	78	96	49	46	21	11	32	14	25	28	14	21	40	37	27	49	117
	13%	12%	14%	17%	16%	12%	14%	13%	10%	14%	16%	12%	10%	12%	12%	13%	8%	13%	18%	13%	11%	16%	14%	14%	16%	14%
9	156	60	96	17	39	22	23	19	36	35	40	34	47	9	8	20	13	12	8	5	20	18	23	19	18	69
	8%	6%	9%	7%	12%	6%	7%	6%	8%	6%	7%	8%	10%	5%	9%	8%	7%	6%	5%	5%	10%	7%	9%	10%	6%	8%
10 Extremely important	271	110	162	33	60	44	49	40	45	52	65	79	76	32	12	38	20	23	32	11	14	42	26	19	38	104
	13%	11%	16%	13%	19%	11%	14%	13%	10%	9%	11%	18%	16%	18%	13%	16%	11%	12%	20%	11%	8%	16%	10%	10%	13%	12%
Don't know	95	48	46	24	16	16	9	11	19	15	23	20	37	7	6	8	8	12	7	8	12	9	6	11	13	32
	5%	5%	4%	10%	5%	4%	3%	4%	4%	3%	4%	5%	8%	4%	7%	3%	5%	6%	5%	7%	6%	4%	2%	6%	4%	4%
Mean	6.33	5.96	6.68	7.12	7.00	6.30	6.18	5.98	5.78	5.86	6.32	6.66	6.59	6.33	6.19	6.52	6.16	6.27	6.57	5.95	6.07	6.78	6.27	6.07	6.39	6.37

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 37

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Additional products and service deals (for example, replacing a boiler quickly)**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	2.60	2.66	2.50	1.88	2.54	2.40	2.66	2.79	2.78	2.67	2.40	2.63	2.67	2.76	2.87	2.58	2.50	2.52	2.80	2.64	2.59	2.36	2.50	2.76	2.49	2.52
Standard error	0.06	0.09	0.08	0.17	0.14	0.12	0.14	0.16	0.13	0.10	0.11	0.16	0.13	0.21	0.30	0.17	0.19	0.19	0.24	0.26	0.20	0.16	0.15	0.21	0.14	0.09

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 38

Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Better deals providing a bundled combination of gas and electricity

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	189	158	108	191	257	262	186	300	842	
1 Not at all important	101	39	62	3	11	11	27	15	34	34	18	22	27	11	4	2	3	7	8	11	17	7	12	20	12	39
	5%	4%	6%	1%	3%	3%	8%	5%	8%	6%	3%	5%	6%	6%	5%	1%	2%	4%	5%	10%	9%	3%	4%	11%	4%	5%
2	15	8	7	-	1	5	4	4	1	8	4	1	3	-	1	2	*	1	2	3	-	1	3	1	3	7
	1%	1%	1%	-	*	1%	1%	1%	*	1%	1%	*	1%	-	1%	1%	*	1%	1%	3%	-	1%	1%	1%	1%	1%
3	40	22	18	6	*	4	15	6	8	12	11	7	10	6	-	4	2	3	4	5	4	3	4	5	6	13
	2%	2%	2%	2%	*	1%	4%	2%	2%	2%	2%	2%	2%	3%	-	2%	1%	2%	2%	4%	2%	1%	2%	3%	2%	1%
4	37	17	20	3	4	4	5	11	10	12	10	6	9	5	1	5	1	1	2	2	5	3	5	7	4	12
	2%	2%	2%	1%	1%	1%	4%	2%	2%	2%	2%	2%	2%	3%	1%	2%	1%	1%	2%	2%	2%	3%	2%	4%	1%	1%
5	129	73	56	15	10	38	23	15	27	33	40	25	32	13	1	19	9	8	6	3	13	26	28	4	11	63
	6%	7%	5%	6%	3%	10%	7%	5%	6%	6%	7%	6%	7%	7%	1%	8%	5%	4%	4%	3%	7%	10%	11%	2%	4%	7%
6	137	73	64	28	18	33	24	13	22	43	37	24	34	12	10	10	11	14	6	4	14	27	19	9	28	63
	7%	7%	6%	12%	5%	8%	7%	4%	5%	8%	6%	6%	7%	7%	11%	4%	6%	7%	4%	4%	7%	10%	7%	5%	9%	7%
7	253	146	107	57	50	50	33	28	35	64	83	53	53	12	8	29	38	20	13	20	23	43	22	24	43	127
	12%	15%	10%	23%	15%	13%	9%	9%	8%	12%	14%	12%	11%	7%	9%	12%	21%	11%	8%	18%	12%	17%	9%	13%	14%	15%
8	350	190	160	43	58	77	61	51	60	109	117	60	63	24	16	47	36	37	23	19	29	48	49	22	58	143
	17%	19%	15%	18%	18%	20%	18%	17%	14%	20%	20%	14%	14%	13%	17%	20%	20%	20%	15%	17%	15%	19%	19%	12%	19%	17%
9	358	165	193	39	67	66	52	59	74	94	102	71	91	37	15	45	21	36	38	16	39	37	44	32	46	144
	18%	16%	19%	16%	21%	17%	15%	19%	17%	17%	17%	17%	19%	21%	16%	19%	12%	19%	24%	14%	20%	14%	17%	17%	15%	17%
10 Extremely important	550	233	317	30	90	87	98	98	147	127	155	143	125	55	30	70	54	54	56	20	37	53	73	48	75	202
	27%	23%	30%	12%	28%	23%	28%	32%	34%	23%	26%	33%	27%	31%	33%	29%	30%	29%	35%	19%	19%	21%	28%	26%	25%	24%
Don't know	69	31	37	21	16	11	5	5	11	16	15	15	23	5	6	5	5	8	1	6	10	8	2	14	13	29
	3%	3%	4%	8%	5%	3%	1%	2%	3%	3%	3%	3%	5%	3%	6%	2%	3%	4%	1%	5%	5%	3%	1%	7%	4%	3%
Mean	7.69	7.60	7.78	7.45	8.11	7.64	7.38	7.83	7.72	7.45	7.81	7.90	7.63	7.71	8.05	8.02	8.01	7.98	8.07	6.96	7.27	7.53	7.64	7.28	7.70	7.61

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 38

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Better deals providing a bundled combination of gas and electricity**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	2.41	2.30	2.51	1.81	2.02	2.19	2.76	2.50	2.71	2.53	2.18	2.42	2.52	2.60	2.30	2.03	1.91	2.22	2.45	2.88	2.66	2.10	2.41	2.93	2.29	2.34
Standard error	0.05	0.08	0.08	0.16	0.11	0.11	0.15	0.14	0.13	0.09	0.10	0.15	0.12	0.20	0.24	0.13	0.14	0.16	0.21	0.28	0.20	0.14	0.15	0.22	0.13	0.09

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 39

Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Greater social responsibility programmes (for example, better deals for vulnerable/old customers)

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	62	42	20	5	7	10	12	13	16	26	20	6	10	9	4	5	5	3	3	5	4	10	3	10	8	28
	3%	4%	2%	2%	2%	3%	3%	4%	4%	5%	3%	1%	2%	5%	5%	2%	3%	2%	2%	5%	2%	4%	1%	6%	3%	3%
2	33	20	12	5	*	10	8	3	6	11	14	4	4	1	3	4	-	3	8	1	2	3	5	4	6	18
	2%	2%	1%	2%	*	3%	2%	1%	1%	2%	2%	1%	1%	1%	3%	2%	-	1%	5%	1%	1%	1%	2%	2%	2%	2%
3	60	41	19	4	10	11	9	13	11	18	20	9	12	5	1	8	2	6	3	4	4	7	12	9	10	25
	3%	4%	2%	2%	3%	3%	3%	4%	3%	3%	3%	2%	2%	3%	1%	3%	1%	3%	2%	3%	2%	3%	4%	5%	3%	3%
4	68	39	29	4	5	14	21	10	14	28	20	14	6	11	6	4	7	4	2	2	9	8	8	7	6	42
	3%	4%	3%	2%	1%	4%	6%	3%	3%	5%	3%	3%	1%	6%	7%	2%	4%	2%	1%	2%	5%	3%	3%	4%	2%	5%
5	234	129	105	31	49	48	49	23	34	61	80	44	49	22	9	28	31	20	12	9	22	30	32	20	34	112
	11%	13%	10%	13%	15%	12%	14%	7%	8%	11%	13%	10%	10%	12%	10%	12%	17%	11%	7%	9%	11%	12%	12%	11%	11%	13%
6	224	113	111	30	31	64	38	33	28	73	64	44	42	19	9	12	24	28	10	9	26	33	30	25	48	110
	11%	11%	11%	12%	10%	17%	11%	11%	7%	13%	11%	10%	9%	10%	10%	5%	13%	15%	6%	8%	14%	13%	11%	14%	16%	13%
7	265	142	123	33	46	57	44	36	49	86	76	44	59	11	11	33	23	22	22	16	30	34	40	23	48	100
	13%	14%	12%	13%	14%	15%	13%	12%	11%	16%	13%	10%	13%	6%	12%	14%	13%	12%	14%	14%	16%	13%	15%	12%	16%	12%
8	317	152	165	45	58	62	46	53	52	79	88	79	71	22	15	49	32	27	32	25	23	35	39	19	45	136
	16%	15%	16%	19%	18%	16%	13%	17%	12%	14%	15%	18%	15%	12%	16%	21%	18%	14%	20%	23%	12%	14%	15%	10%	15%	16%
9	256	98	158	28	40	42	38	36	72	59	74	54	70	28	10	31	14	28	17	7	30	34	37	20	30	92
	13%	10%	15%	12%	12%	11%	11%	12%	17%	11%	13%	13%	15%	16%	11%	13%	8%	15%	11%	7%	16%	13%	14%	11%	10%	11%
10 Extremely important	446	185	260	32	62	56	77	84	135	96	115	117	117	46	18	59	36	40	46	23	31	53	54	39	53	150
	22%	19%	25%	13%	19%	14%	22%	27%	31%	17%	20%	27%	25%	26%	20%	25%	20%	21%	29%	22%	16%	21%	21%	21%	18%	18%
Don't know	75	38	37	27	18	13	4	3	11	12	21	13	30	4	6	6	7	7	5	7	10	11	2	10	12	29
	4%	4%	4%	11%	5%	3%	1%	1%	3%	2%	3%	3%	6%	2%	6%	3%	4%	4%	3%	7%	5%	4%	1%	5%	4%	3%
Mean	7.25	6.90	7.59	7.10	7.31	6.88	7.03	7.40	7.70	6.85	7.05	7.65	7.63	7.22	6.99	7.53	7.15	7.37	7.63	7.25	7.18	7.19	7.25	6.85	7.04	6.95

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 39

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Greater social responsibility programmes (for example, better deals for vulnerable/old customers)**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	2.37	2.47	2.22	2.16	2.16	2.26	2.47	2.49	2.47	2.46	2.44	2.19	2.22	2.62	2.56	2.30	2.17	2.23	2.39	2.44	2.19	2.39	2.26	2.64	2.27	2.39
Standard error	0.05	0.08	0.07	0.20	0.12	0.11	0.13	0.14	0.12	0.09	0.11	0.14	0.10	0.20	0.26	0.15	0.16	0.16	0.20	0.24	0.17	0.16	0.14	0.20	0.13	0.09

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 40

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Price plans that fix the price over a long period**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	27	14	13	2	1	4	5	7	8	11	7	3	6	2	4	2	-	1	2	-	2	5	2	7	2	10
	1%	1%	1%	1%	*	1%	1%	2%	2%	2%	1%	1%	1%	1%	4%	1%	-	1%	-	1%	2%	1%	4%	1%	1%	
2	20	13	7	-	2	3	3	8	4	9	2	6	2	2	2	4	-	2	1	3	1	2	2	4	8	
	1%	1%	1%	-	1%	1%	1%	3%	1%	2%	*	2%	1%	1%	2%	2%	-	1%	1%	1%	*	1%	1%	1%	1%	
3	27	18	9	2	2	5	9	5	4	10	8	7	2	2	1	2	2	6	1	1	2	2	6	5	16	
	1%	2%	1%	1%	1%	1%	3%	2%	1%	2%	1%	2%	*	1%	1%	1%	3%	*	1%	1%	1%	1%	3%	2%	2%	
4	47	28	19	8	5	16	8	7	3	15	14	8	11	4	2	6	3	5	4	1	5	9	5	4	9	24
	2%	3%	2%	3%	1%	4%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	3%	2%	2%	2%	3%	3%
5	166	84	81	23	20	29	33	26	34	47	63	22	34	19	1	21	9	17	9	6	21	23	26	13	17	72
	8%	8%	8%	9%	6%	8%	9%	9%	8%	9%	11%	5%	7%	11%	1%	9%	5%	9%	6%	5%	11%	9%	10%	7%	6%	9%
6	170	93	77	16	20	47	29	28	29	56	56	20	37	17	9	23	22	9	10	6	20	16	25	12	35	77
	8%	9%	7%	6%	6%	12%	9%	9%	7%	10%	10%	5%	8%	9%	10%	10%	12%	5%	6%	6%	11%	6%	9%	6%	12%	9%
7	283	158	125	41	54	58	54	35	41	80	87	63	53	19	9	26	32	33	20	19	24	42	33	26	54	129
	14%	16%	12%	17%	17%	15%	16%	11%	10%	15%	15%	15%	11%	11%	10%	11%	18%	17%	12%	18%	12%	16%	13%	14%	18%	15%
8	367	189	179	66	60	68	52	44	77	100	108	74	85	20	22	50	41	31	27	18	36	42	47	32	55	142
	18%	19%	17%	27%	19%	18%	15%	15%	18%	18%	18%	17%	18%	11%	24%	21%	23%	17%	17%	16%	19%	16%	18%	17%	18%	17%
9	339	142	197	19	60	60	61	44	94	94	96	77	72	32	14	36	20	42	27	17	33	42	45	31	45	134
	17%	14%	19%	8%	18%	16%	18%	14%	22%	17%	16%	18%	15%	18%	15%	15%	11%	22%	17%	16%	17%	17%	16%	15%	16%	
10 Extremely important	516	222	295	43	80	87	89	95	123	112	135	131	138	56	24	63	37	37	51	30	38	63	72	43	62	198
	25%	22%	28%	17%	25%	22%	26%	31%	29%	20%	23%	31%	29%	32%	26%	26%	21%	20%	32%	28%	20%	25%	28%	23%	21%	23%
Don't know	77	37	40	26	21	10	3	6	11	17	16	16	27	4	5	8	10	7	6	7	8	11	2	10	11	33
	4%	4%	4%	11%	7%	3%	1%	2%	3%	3%	3%	4%	6%	2%	5%	3%	6%	4%	4%	7%	4%	4%	1%	5%	4%	4%
Mean	7.81	7.59	8.02	7.60	8.05	7.63	7.70	7.71	8.05	7.53	7.69	8.11	8.01	7.91	7.82	7.86	7.69	7.75	8.12	8.07	7.61	7.76	7.88	7.54	7.62	7.69

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 40

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Price plans that fix the price over a long period**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	2.05	2.10	1.98	1.81	1.78	2.02	2.13	2.35	2.05	2.16	2.00	1.98	1.99	2.14	2.29	1.97	1.85	1.98	2.02	1.85	2.02	2.07	1.98	2.40	1.98	2.06
Standard error	0.05	0.07	0.06	0.17	0.10	0.10	0.11	0.13	0.10	0.08	0.09	0.12	0.09	0.16	0.24	0.13	0.14	0.15	0.17	0.18	0.15	0.14	0.12	0.18	0.11	0.08

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 41

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Loyalty schemes for customers who read their own meter and send the information to their energy company**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade					Region								Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	49	24	24	4	9	8	8	5	15	12	11	10	15	6	6	5	2	6	2	1	4	5	7	6	16	
	2%	2%	2%	2%	3%	2%	2%	2%	4%	2%	2%	2%	3%	3%	7%	2%	3%	1%	4%	*	2%	2%	4%	2%	2%	
2	15	10	5	-	4	-	2	4	4	7	4	2	2	*	-	1	-	1	2	-	3	3	4	1	7	
	1%	1%	*	-	1%	-	1%	1%	1%	1%	1%	*	*	*	-	*	-	1%	1%	-	1%	1%	1%	1%	1%	
3	24	11	13	6	*	3	4	4	7	8	9	4	4	6	-	3	2	-	3	1	-	4	1	4	13	
	1%	1%	1%	3%	*	1%	1%	1%	2%	1%	1%	1%	1%	3%	-	1%	1%	-	2%	1%	-	1%	2%	1%	2%	
4	42	28	14	4	7	10	5	6	10	17	11	7	6	3	2	5	8	4	1	-	3	8	6	3	24	
	2%	3%	1%	2%	2%	3%	1%	2%	2%	3%	2%	2%	1%	2%	2%	4%	2%	2%	1%	-	1%	3%	2%	1%	3%	
5	141	81	59	21	14	28	31	21	25	36	50	18	36	15	7	22	12	8	9	6	14	23	19	7	56	
	7%	8%	6%	9%	4%	7%	9%	7%	6%	7%	8%	4%	8%	9%	7%	9%	7%	4%	6%	5%	7%	9%	7%	4%	7%	
6	175	104	71	35	17	37	26	31	28	47	61	22	44	12	5	20	9	18	12	16	17	27	22	17	71	
	9%	10%	7%	14%	5%	10%	7%	10%	7%	9%	10%	5%	9%	7%	5%	8%	5%	10%	7%	14%	9%	11%	8%	9%	8%	
7	295	161	134	37	54	67	50	42	44	88	86	65	56	27	13	25	36	28	13	13	36	40	38	25	141	
	14%	16%	13%	15%	17%	17%	14%	14%	10%	16%	15%	15%	12%	15%	14%	11%	20%	15%	8%	12%	19%	15%	13%	16%	17%	
8	428	209	219	47	74	95	77	56	78	115	125	86	101	37	24	43	33	46	26	28	46	53	51	41	173	
	21%	21%	21%	19%	23%	25%	22%	18%	18%	21%	21%	20%	22%	21%	26%	18%	18%	25%	16%	26%	24%	21%	20%	22%	25%	
9	344	154	190	35	56	55	60	57	81	93	91	90	70	16	22	53	30	41	31	13	33	34	47	23	140	
	17%	15%	18%	14%	17%	14%	17%	18%	19%	17%	15%	21%	15%	9%	24%	22%	17%	22%	20%	12%	17%	13%	18%	13%	14%	
10 Extremely important	465	189	276	35	75	76	77	78	124	116	126	110	113	50	12	57	40	36	54	24	32	52	64	46	178	
	23%	19%	27%	14%	23%	20%	22%	25%	29%	21%	21%	26%	24%	28%	13%	24%	22%	19%	34%	22%	17%	20%	24%	25%	21%	
Don't know	63	27	35	19	15	8	7	3	12	10	17	13	22	4	2	4	6	4	2	7	6	10	4	13	23	
	3%	3%	3%	8%	5%	2%	2%	1%	3%	2%	3%	3%	5%	2%	2%	2%	3%	2%	1%	6%	3%	4%	2%	7%	3%	
Mean	7.74	7.50	7.97	7.38	7.87	7.66	7.75	7.80	7.88	7.62	7.64	8.04	7.74	7.60	7.47	7.79	7.67	7.95	8.04	7.85	7.73	7.52	7.80	7.72	7.72	7.67

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 41

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Loyalty schemes for customers who read their own meter and send the information to their energy company**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	2.08	2.10	2.03	1.96	2.05	1.94	2.05	2.07	2.29	2.11	2.04	1.99	2.14	2.30	2.29	2.13	2.11	1.72	2.31	1.82	1.75	2.07	2.06	2.23	1.84	2.05
Standard error	0.05	0.07	0.06	0.18	0.11	0.09	0.11	0.12	0.11	0.08	0.09	0.12	0.10	0.17	0.23	0.14	0.16	0.13	0.20	0.18	0.13	0.14	0.12	0.17	0.11	0.07

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 42

Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Discounts for long-term customers

Absolutes/col percents

Base : All respondents

	Gender			Age					Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	15	8	7	2	1	1	3	2	6	4	5	1	5	2	2	1	-	-	2	-	-	3	2	2	3	2
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	*	1%	2%	2%	*	-	-	1%	-	-	1%	1%	1%	1%	*
2	5	4	*	1	2	1	-	-	-	*	1	2	1	-	-	-	-	-	1	-	2	*	-	1	-	5
	*	*	*	*	1%	*	-	-	-	*	*	*	*	-	-	-	-	-	1%	-	1%	*	-	1%	-	1%
3	9	6	3	2	1	1	1	2	2	5	2	1	2	-	-	2	-	-	-	-	2	2	2	1	1	4
	*	1%	*	1%	*	*	1%	1%	1%	1%	1%	*	*	-	-	1%	-	-	-	-	1%	1%	1%	1%	*	1%
4	10	7	3	2	-	5	-	1	2	5	2	3	-	1	-	2	2	-	3	-	1	1	*	-	2	6
	*	1%	*	1%	-	1%	-	*	1%	1%	1%	1%	-	1%	-	1%	1%	-	2%	-	*	*	*	-	1%	1%
5	83	54	29	4	16	16	15	18	14	18	27	18	21	11	1	13	5	7	1	-	4	14	17	9	8	42
	4%	5%	3%	2%	5%	4%	4%	6%	3%	3%	5%	4%	4%	6%	2%	5%	3%	4%	1%	-	2%	5%	7%	5%	3%	5%
6	109	60	49	23	14	33	17	11	11	29	46	14	19	5	8	7	10	9	5	8	17	21	9	9	28	52
	5%	6%	5%	9%	4%	8%	5%	3%	3%	5%	8%	3%	4%	3%	8%	3%	5%	5%	3%	8%	9%	8%	4%	5%	9%	6%
7	227	139	88	56	31	43	37	26	34	70	73	37	47	16	13	37	31	11	11	16	18	30	30	15	36	100
	11%	14%	8%	23%	9%	11%	11%	9%	8%	13%	12%	9%	10%	9%	14%	15%	17%	6%	7%	15%	9%	12%	12%	8%	12%	12%
8	400	215	185	40	71	87	69	53	80	134	115	67	83	38	18	30	41	44	35	22	36	48	49	39	68	164
	20%	22%	18%	16%	22%	23%	20%	17%	19%	24%	19%	16%	18%	21%	19%	13%	23%	23%	22%	20%	19%	19%	19%	21%	23%	19%
9	447	209	239	45	84	79	79	63	97	116	136	106	89	29	20	58	31	47	28	23	48	69	55	40	66	181
	22%	21%	23%	18%	26%	20%	23%	21%	23%	21%	23%	25%	19%	16%	22%	24%	17%	25%	18%	21%	25%	27%	21%	21%	22%	21%
10 Extremely important	681	271	410	52	92	116	122	123	176	159	174	168	180	68	28	85	56	66	72	34	59	61	95	59	80	266
	33%	27%	39%	21%	28%	30%	35%	40%	41%	29%	29%	39%	38%	38%	30%	36%	31%	35%	45%	31%	31%	24%	36%	31%	27%	32%
Don't know	53	27	27	18	12	4	5	6	8	10	12	10	21	7	2	4	5	4	1	6	5	8	2	11	9	20
	3%	3%	3%	7%	4%	1%	1%	2%	2%	2%	2%	2%	5%	4%	2%	2%	3%	2%	1%	5%	2%	3%	1%	6%	3%	2%
Mean	8.45	8.20	8.70	7.99	8.43	8.31	8.54	8.58	8.70	8.33	8.32	8.68	8.56	8.49	8.33	8.48	8.42	8.70	8.74	8.56	8.40	8.16	8.46	8.38	8.27	8.36

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 42

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.**
Discounts for long-term customers

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	1.66	1.73	1.55	1.71	1.60	1.62	1.58	1.71	1.66	1.64	1.66	1.59	1.70	1.78	1.74	1.68	1.44	1.34	1.70	1.31	1.66	1.77	1.71	1.81	1.62	1.67
Standard error	0.04	0.06	0.05	0.15	0.09	0.08	0.08	0.10	0.08	0.06	0.08	0.10	0.08	0.13	0.18	0.11	0.11	0.10	0.14	0.13	0.12	0.12	0.10	0.13	0.09	0.06

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 43

Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Loyalty schemes for long-term customers

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade					Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	18	11	7	-	3	3	2	2	8	7	3	3	4	3	2	2	-	1	3	-	-	3	2	2	5	4
	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	-	*	2%	-	-	1%	1%	1%	2%	1%
2	8	8	*	3	2	1	-	-	1	*	2	2	4	-	-	2	-	-	1	1	2	1	-	1	-	5
	*	1%	*	1%	1%	*	-	-	*	*	*	*	1%	-	-	1%	-	-	1%	1%	1%	*	-	1%	-	1%
3	20	15	6	5	1	3	4	2	5	7	13	1	-	2	-	1	2	-	-	2	3	8	2	1	3	12
	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	2%	*	-	1%	-	*	1%	-	-	2%	1%	3%	1%	1%	1%	1%
4	19	13	6	1	-	7	1	6	3	10	1	5	3	3	-	4	-	3	1	-	1	4	2	1	3	11
	1%	1%	1%	*	-	2%	*	2%	1%	2%	*	1%	1%	2%	-	2%	-	2%	1%	-	*	1%	1%	1%	1%	1%
5	106	74	33	12	17	22	19	22	16	22	43	22	19	10	4	16	11	7	2	5	6	13	20	13	13	49
	5%	7%	3%	5%	5%	6%	5%	7%	4%	4%	7%	5%	4%	6%	4%	7%	6%	4%	1%	4%	3%	5%	7%	7%	4%	6%
6	129	64	65	28	20	27	21	15	19	33	49	17	31	10	8	3	8	15	7	12	17	22	17	10	29	58
	6%	6%	6%	11%	6%	7%	6%	5%	4%	6%	8%	4%	7%	5%	8%	1%	5%	8%	4%	11%	9%	9%	7%	5%	10%	7%
7	208	120	88	41	24	44	31	31	36	74	58	36	38	16	10	35	27	10	10	8	19	31	27	13	30	78
	10%	12%	8%	17%	7%	11%	9%	10%	8%	14%	10%	9%	8%	9%	11%	15%	15%	5%	6%	8%	10%	12%	10%	7%	10%	9%
8	409	211	197	48	76	94	72	46	73	127	119	74	88	33	20	31	38	41	36	22	43	47	55	41	74	184
	20%	21%	19%	20%	23%	24%	21%	15%	17%	23%	20%	17%	19%	19%	22%	13%	21%	22%	23%	20%	23%	18%	21%	22%	25%	22%
9	422	199	224	36	79	75	77	63	94	102	129	100	92	30	18	58	32	47	25	22	40	62	53	36	61	165
	21%	20%	22%	15%	24%	19%	22%	21%	22%	19%	22%	23%	20%	17%	19%	24%	18%	25%	16%	20%	21%	24%	20%	19%	20%	20%
10 Extremely important	648	260	388	53	92	107	115	116	165	157	162	158	170	67	29	82	56	61	72	31	55	58	81	56	73	255
	32%	26%	37%	21%	28%	28%	33%	38%	38%	29%	27%	37%	36%	38%	31%	34%	31%	32%	46%	28%	29%	23%	31%	30%	24%	30%
Don't know	52	25	27	18	12	4	5	3	9	10	12	10	20	4	2	4	5	4	1	6	5	8	3	11	9	20
	3%	3%	3%	7%	4%	1%	1%	1%	2%	2%	2%	2%	4%	2%	2%	2%	3%	2%	1%	5%	2%	3%	1%	6%	3%	2%
Mean	8.29	8.00	8.57	7.82	8.34	8.15	8.41	8.40	8.48	8.15	8.11	8.53	8.48	8.33	8.28	8.36	8.32	8.49	8.70	8.20	8.26	7.94	8.25	8.23	8.07	8.21

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 43

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.**
Loyalty schemes for long-term customers

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	1.81	1.94	1.63	1.84	1.72	1.78	1.70	1.84	1.91	1.84	1.85	1.73	1.75	1.96	1.80	1.86	1.61	1.58	1.76	1.81	1.72	1.97	1.76	1.90	1.83	1.83
Standard error	0.04	0.07	0.05	0.16	0.09	0.09	0.09	0.10	0.09	0.07	0.08	0.11	0.08	0.15	0.18	0.12	0.12	0.12	0.15	0.18	0.13	0.13	0.11	0.14	0.10	0.07

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 44

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Discounts for buying more than one utility (for example, electricity and gas) from the same energy company**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
1 Not at all important	96	38	58	2	10	14	23	13	35	34	20	19	23	13	5	3	4	5	6	10	14	10	9	17	12	33
	5%	4%	6%	1%	3%	4%	7%	4%	8%	6%	3%	4%	5%	8%	5%	1%	2%	3%	4%	9%	7%	4%	4%	9%	4%	4%
2	8	3	5	-	*	2	2	1	3	3	2	1	2	-	-	1	-	*	-	1	2	1	2	1	2	3
	*	*	1%	-	*	1%	1%	*	1%	1%	*	*	*	-	-	1%	-	*	-	1%	1%	*	1%	*	1%	*
3	19	11	8	3	*	2	8	2	4	4	8	2	5	2	-	1	-	1	3	3	5	2	1	2	6	
	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	*	-	*	1%	3%	2%	2%	1%	1%	1%	1%
4	16	13	4	1	3	8	1	3	1	10	4	-	2	2	-	3	3	1	-	1	2	2	2	1	4	
	1%	1%	*	*	1%	2%	*	1%	*	2%	1%	-	1%	1%	-	1%	2%	*	-	1%	2%	2%	1%	1%	4	
5	104	61	42	14	13	22	23	18	14	26	30	29	19	8	3	19	5	8	3	5	6	21	20	8	9	
	5%	6%	4%	6%	4%	6%	7%	6%	3%	5%	5%	7%	4%	4%	3%	8%	3%	4%	2%	4%	3%	8%	7%	4%	3%	
6	108	63	45	28	14	19	19	15	12	27	39	21	21	4	5	4	7	10	12	11	10	22	12	10	28	
	5%	6%	4%	12%	4%	5%	5%	5%	3%	5%	7%	5%	4%	2%	6%	2%	4%	6%	7%	11%	5%	8%	5%	5%	9%	
7	208	131	77	38	45	45	33	24	24	60	64	40	45	21	13	24	19	10	9	6	21	39	34	13	30	
	10%	13%	7%	15%	14%	12%	9%	8%	6%	11%	11%	9%	9%	12%	14%	10%	10%	5%	6%	5%	11%	15%	13%	7%	10%	
8	346	184	162	50	70	72	52	46	56	111	105	52	79	25	16	34	44	49	24	16	40	43	34	23	58	
	17%	18%	16%	21%	22%	19%	15%	15%	13%	20%	18%	12%	17%	14%	17%	14%	24%	26%	15%	15%	21%	17%	13%	12%	19%	
9	389	185	204	40	57	79	64	66	82	99	125	98	68	29	18	51	39	35	28	18	31	41	58	41	61	
	19%	18%	20%	16%	17%	20%	19%	22%	19%	18%	21%	23%	14%	16%	19%	21%	22%	19%	18%	16%	16%	16%	22%	22%	20%	
10 Extremely important	677	281	397	49	99	116	116	114	183	163	180	154	181	69	31	94	54	63	74	32	52	66	85	57	83	
	33%	28%	38%	20%	31%	30%	34%	37%	43%	30%	30%	36%	39%	39%	34%	39%	30%	34%	47%	29%	27%	26%	32%	31%	28%	
Don't know	67	30	37	19	14	7	7	4	16	15	14	13	25	4	2	5	6	6	2	6	11	8	4	13	10	
	3%	3%	4%	8%	4%	2%	2%	1%	4%	3%	2%	3%	5%	2%	2%	2%	3%	3%	1%	5%	6%	3%	1%	7%	3%	
Mean	8.07	7.91	8.21	7.86	8.19	8.02	7.85	8.23	8.18	7.85	8.08	8.20	8.18	8.00	8.17	8.44	8.34	8.34	8.58	7.47	7.71	7.69	8.07	7.80	7.96	

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 44

**Q7. How important or otherwise would each of the following factors be in terms of convincing you to change energy suppliers?
Please rate on a scale from 1 to 10, where 1 = not at all important, and 10 = extremely important.
Discounts for buying more than one utility (for example, electricity and gas) from the same energy company**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Standard deviation	2.30	2.20	2.38	1.76	1.98	2.18	2.56	2.23	2.66	2.43	2.15	2.26	2.34	2.60	2.19	1.91	1.81	1.95	2.06	2.83	2.57	2.25	2.21	2.75	2.22	2.20
Standard error	0.05	0.07	0.07	0.16	0.11	0.11	0.14	0.12	0.13	0.09	0.10	0.14	0.11	0.20	0.22	0.12	0.14	0.14	0.18	0.27	0.20	0.15	0.13	0.21	0.13	0.08

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 45

Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Summary

Absolutes/col percents

Base : All respondents

		TV, radio and newspaper advertisements	News on the TV, radio and in newspapers	Information directly from energy supplier	Friends or family recommendations	Social networks (for example Facebook or Twitter)	Price comparison websites (such as comparethemarket.com or confused.com)	Money saving websites (such as moneysavingexpert.com)	Consumer bodies (such as Which?)	Door to door salesman from energy companies	Energy company promotional stands (where you can pick up leaflets and talk face to face to a representative from an energy company)
Unweighted Base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
Weighted Base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
SUM: Likely		487 24%	591 29%	1297 64%	1054 52%	308 15%	1577 77%	1587 78%	1226 60%	135 7%	380 19%
Very likely	(5)	106 5%	111 5%	463 23%	254 12%	87 4%	829 41%	852 42%	478 23%	40 2%	75 4%
Fairly likely	(4)	381 19%	481 24%	834 41%	801 39%	220 11%	749 37%	735 36%	748 37%	95 5%	305 15%
Neither likely nor unlikely	(3)	463 23%	541 27%	387 19%	578 28%	411 20%	224 11%	235 12%	451 22%	225 11%	467 23%
Fairly unlikely	(2)	445 22%	425 21%	184 9%	188 9%	340 17%	86 4%	97 5%	178 9%	374 18%	462 23%
Very unlikely	(1)	576 28%	414 20%	114 6%	162 8%	909 45%	102 5%	68 3%	116 6%	1255 62%	668 33%
SUM: Unlikely		1021 50%	839 41%	297 15%	350 17%	1249 61%	188 9%	165 8%	294 14%	1628 80%	1130 55%
Don't know		68 3%	68 3%	58 3%	57 3%	71 3%	50 2%	51 3%	68 3%	51 2%	62 3%
Mean		2.49	2.72	3.68	3.40	2.10	4.06	4.11	3.66	1.64	2.32
Standard deviation		1.24	1.20	1.10	1.08	1.23	1.08	1.02	1.12	0.99	1.20
Standard error		0.03	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.03

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 46

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
TV, radio and newspaper advertisements**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	487	214	272	80	119	80	66	60	81	121	136	129	100	38	28	50	39	39	43	25	38	84	65	38	79	200
	24%	21%	26%	33%	37%	21%	19%	20%	19%	22%	23%	30%	21%	21%	30%	21%	21%	20%	27%	23%	20%	33%	25%	21%	26%	24%
Very likely	(5) 106	63	43	34	26	17	13	7	9	25	29	26	26	11	7	15	11	8	7	4	8	20	10	6	15	50
	5%	6%	4%	14%	8%	4%	4%	2%	2%	5%	5%	6%	6%	6%	7%	6%	6%	4%	5%	3%	4%	8%	4%	3%	5%	6%
Fairly likely	(4) 381	152	229	46	93	64	52	53	72	96	108	103	74	27	21	34	28	31	36	21	30	64	55	33	65	150
	19%	15%	22%	19%	29%	16%	15%	17%	17%	17%	18%	24%	16%	15%	23%	14%	15%	16%	23%	20%	16%	25%	21%	18%	22%	18%
Neither likely nor unlikely	(3) 463	237	226	48	59	96	79	83	99	109	129	90	136	38	23	69	39	38	33	18	52	60	55	39	57	174
	23%	24%	22%	19%	18%	25%	23%	27%	23%	20%	22%	21%	29%	22%	25%	29%	22%	20%	21%	17%	27%	23%	21%	21%	19%	21%
Fairly unlikely	(2) 445	210	234	47	66	109	72	63	88	136	128	102	80	42	18	46	36	52	30	22	35	45	66	53	75	201
	22%	21%	23%	19%	20%	28%	21%	21%	21%	25%	22%	24%	17%	24%	20%	19%	20%	28%	19%	20%	18%	25%	29%	25%	25%	24%
Very unlikely	(1) 576	303	273	45	68	92	124	96	151	174	184	95	124	55	22	71	60	55	50	37	56	51	75	44	78	238
	28%	30%	26%	18%	21%	24%	36%	31%	35%	32%	31%	22%	26%	31%	23%	30%	33%	29%	32%	35%	29%	20%	29%	24%	26%	28%
SUM: Unlikely	1021	513	508	92	134	201	196	159	239	310	312	197	203	97	40	117	96	107	80	59	91	97	141	98	152	439
	50%	51%	49%	38%	41%	52%	56%	52%	56%	56%	53%	46%	43%	55%	43%	49%	53%	57%	50%	55%	47%	38%	54%	53%	51%	52%
Don't know	68	35	33	25	14	9	6	3	10	11	15	12	30	4	1	4	7	5	2	6	10	16	1	12	11	28
	3%	3%	3%	10%	4%	2%	2%	1%	2%	2%	2%	3%	6%	2%	1%	2%	4%	3%	1%	5%	5%	6%	*	6%	4%	3%
Mean	2.49	2.44	2.54	2.89	2.82	2.48	2.29	2.38	2.29	2.37	2.43	2.67	2.54	2.40	2.71	2.48	2.39	2.37	2.49	2.34	2.45	2.82	2.46	2.44	2.53	2.48
Standard deviation	1.24	1.26	1.23	1.36	1.30	1.16	1.22	1.17	1.18	1.23	1.25	1.25	1.23	1.25	1.27	1.24	1.28	1.20	1.28	1.27	1.21	1.27	1.22	1.15	1.24	1.25
Standard error	0.03	0.04	0.04	0.12	0.07	0.06	0.06	0.07	0.06	0.04	0.06	0.08	0.06	0.09	0.13	0.08	0.10	0.09	0.11	0.12	0.09	0.08	0.07	0.09	0.07	0.05

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 47

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
News on the TV, radio and in newspapers**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
	Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842	
SUM: Likely	591	246	345	67	112	102	104	89	117	157	155	139	141	51	30	71	38	57	52	28	43	72	92	57	86	228	
	29%	25%	33%	27%	34%	26%	30%	29%	27%	28%	26%	32%	30%	29%	32%	30%	21%	30%	33%	26%	23%	28%	35%	31%	29%	27%	
Very likely	(5)	111	52	59	18	24	20	17	11	20	32	27	21	31	14	6	16	11	9	8	5	9	10	20	3	11	51
		5%	5%	6%	8%	7%	5%	5%	4%	5%	6%	4%	5%	7%	8%	6%	7%	6%	5%	5%	5%	5%	4%	8%	2%	4%	6%
Fairly likely	(4)	481	195	286	48	88	82	87	78	97	125	128	118	110	37	24	55	27	48	45	22	35	61	72	54	75	177
		24%	19%	27%	20%	27%	21%	25%	25%	23%	23%	22%	27%	23%	21%	26%	23%	15%	26%	28%	21%	18%	24%	27%	29%	25%	21%
Neither likely nor unlikely	(3)	541	284	257	59	79	117	86	91	108	137	163	104	138	53	32	70	46	38	31	27	61	80	62	42	74	209
		27%	28%	25%	24%	24%	30%	25%	30%	25%	27%	24%	29%	30%	34%	29%	26%	20%	19%	25%	32%	31%	24%	23%	25%	25%	
Fairly unlikely	(2)	425	220	205	57	66	93	61	49	99	124	137	93	70	35	15	49	43	50	32	15	36	56	49	44	70	199
		21%	22%	20%	23%	20%	24%	18%	16%	23%	23%	23%	22%	15%	19%	16%	20%	24%	27%	20%	14%	19%	22%	19%	23%	24%	
Very unlikely	(1)	414	212	202	35	53	66	89	73	98	121	124	78	91	35	15	45	45	38	40	30	42	33	58	32	58	175
		20%	21%	19%	15%	16%	17%	26%	24%	23%	22%	21%	18%	19%	20%	16%	19%	25%	20%	25%	28%	22%	13%	22%	17%	19%	21%
SUM: Unlikely		839	432	406	92	119	159	150	122	197	246	261	171	161	69	30	94	88	89	73	45	78	90	107	76	128	374
		41%	43%	39%	38%	36%	41%	43%	40%	46%	45%	44%	40%	34%	39%	32%	39%	49%	47%	46%	42%	41%	35%	41%	41%	43%	44%
Don't know		68	36	32	26	16	8	6	4	7	11	13	14	30	4	1	4	8	5	3	8	9	15	1	11	31	
		3%	4%	3%	11%	5%	2%	2%	1%	2%	2%	2%	3%	6%	2%	1%	2%	5%	3%	2%	7%	4%	6%	*	6%	4%	4%
Mean		2.72	2.64	2.80	2.81	2.88	2.73	2.66	2.69	2.63	2.67	2.65	2.78	2.82	2.78	2.90	2.78	2.51	2.67	2.66	2.58	2.63	2.83	2.80	2.73	2.69	2.67
Standard deviation		1.20	1.18	1.22	1.20	1.22	1.14	1.25	1.20	1.20	1.22	1.17	1.19	1.22	1.16	1.20	1.21	1.21	1.27	1.28	1.17	1.09	1.27	1.14	1.17	1.21	
Standard error		0.03	0.04	0.04	0.11	0.07	0.06	0.07	0.07	0.06	0.04	0.05	0.07	0.06	0.09	0.12	0.08	0.09	0.09	0.11	0.12	0.09	0.07	0.08	0.08	0.07	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 48

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Information directly from energy supplier**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	1297	591	705	163	220	239	206	194	275	370	375	265	287	119	59	164	102	109	113	66	119	152	172	123	199	526
	64%	59%	68%	67%	68%	62%	60%	63%	64%	67%	63%	62%	61%	67%	64%	68%	57%	58%	71%	61%	62%	59%	66%	66%	66%	62%
Very likely	(5) 463	208	255	66	77	82	66	66	106	118	125	98	122	42	27	58	28	42	39	28	33	68	49	50	51	180
	23%	21%	24%	27%	24%	21%	19%	22%	25%	21%	21%	23%	26%	24%	29%	24%	15%	22%	25%	26%	17%	27%	19%	27%	17%	21%
Fairly likely	(4) 834	383	451	97	143	157	140	128	169	252	250	167	165	77	32	106	74	67	74	38	86	83	123	73	148	346
	41%	38%	43%	40%	44%	40%	41%	42%	39%	46%	42%	39%	35%	43%	35%	44%	41%	36%	47%	35%	45%	32%	47%	39%	49%	41%
Neither likely nor unlikely	(3) 387	209	178	49	55	86	62	62	74	83	106	95	103	26	18	42	37	38	30	16	45	60	54	22	38	164
	19%	21%	17%	20%	17%	22%	18%	20%	17%	15%	18%	22%	22%	15%	20%	17%	20%	20%	19%	15%	24%	24%	21%	12%	13%	19%
Fairly unlikely	(2) 184	102	81	9	26	36	48	30	35	49	63	37	34	19	10	19	17	25	4	11	12	23	22	22	29	88
	9%	10%	8%	3%	8%	9%	14%	10%	8%	9%	11%	9%	7%	11%	11%	8%	9%	13%	3%	10%	6%	9%	8%	12%	10%	10%
Very unlikely	(1) 114	70	44	5	14	19	23	18	35	38	35	18	23	6	4	10	19	13	11	9	7	13	13	10	24	40
	6%	7%	4%	2%	4%	5%	7%	6%	8%	7%	6%	4%	5%	3%	4%	4%	10%	7%	7%	9%	4%	5%	5%	5%	8%	5%
SUM: Unlikely	297	173	125	14	40	55	71	48	70	87	98	55	57	25	14	29	35	38	15	20	19	36	34	32	53	128
	15%	17%	12%	6%	12%	14%	20%	16%	16%	16%	17%	13%	12%	14%	15%	12%	20%	20%	9%	19%	10%	14%	13%	17%	18%	15%
Don't know	58	26	32	20	11	8	7	2	10	10	13	13	22	7	1	5	6	4	1	6	8	9	2	9	10	24
	3%	3%	3%	8%	4%	2%	2%	1%	2%	2%	2%	3%	5%	4%	1%	2%	3%	2%	1%	5%	4%	3%	1%	5%	3%	3%
Mean	3.68	3.57	3.79	3.93	3.77	3.65	3.53	3.64	3.66	3.67	3.63	3.70	3.74	3.77	3.74	3.78	3.43	3.55	3.81	3.62	3.69	3.69	3.67	3.74	3.60	3.66
Standard deviation	1.10	1.15	1.05	0.93	1.05	1.08	1.15	1.11	1.18	1.12	1.12	1.06	1.10	1.05	1.13	1.04	1.19	1.18	1.06	1.25	0.97	1.12	1.03	1.16	1.14	1.08
Standard error	0.02	0.04	0.03	0.08	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.07	0.05	0.08	0.11	0.07	0.09	0.09	0.09	0.12	0.07	0.07	0.06	0.09	0.07	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 49

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Friends or family recommendations**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	1054	448	606	141	188	209	167	150	199	258	319	224	253	94	56	120	90	105	80	60	76	137	140	96	162	434
	52%	45%	58%	58%	58%	54%	48%	49%	46%	47%	54%	52%	54%	53%	60%	50%	50%	55%	50%	56%	40%	53%	54%	52%	54%	52%
Very likely	(5) 254	106	148	45	61	44	34	35	35	50	71	71	63	26	14	37	18	23	21	22	11	41	22	19	42	118
	12%	11%	14%	18%	19%	11%	10%	11%	8%	9%	12%	16%	13%	15%	15%	16%	10%	12%	13%	20%	6%	16%	8%	10%	14%	14%
Fairly likely	(4) 801	343	458	96	127	165	133	115	164	209	248	153	191	68	42	83	72	82	58	39	65	96	119	77	120	317
	39%	34%	44%	39%	39%	43%	39%	38%	38%	38%	42%	36%	41%	39%	45%	35%	40%	43%	37%	36%	34%	37%	45%	41%	40%	38%
Neither likely nor unlikely	(3) 578	317	261	61	85	108	97	95	132	163	155	120	141	51	21	78	51	41	47	23	75	70	75	44	72	236
	28%	32%	25%	25%	26%	28%	28%	31%	31%	30%	26%	28%	30%	29%	23%	33%	28%	22%	30%	22%	39%	27%	29%	24%	24%	28%
Fairly unlikely	(2) 188	98	90	17	21	36	37	29	48	55	69	35	28	16	6	17	16	17	20	7	20	23	27	17	19	84
	9%	10%	9%	7%	6%	9%	11%	10%	11%	10%	12%	8%	6%	9%	7%	7%	9%	9%	13%	6%	11%	9%	10%	9%	6%	10%
Very unlikely	(1) 162	106	56	6	21	27	37	29	42	63	36	36	27	8	8	20	16	22	10	12	15	15	17	20	37	63
	8%	11%	5%	2%	6%	7%	11%	10%	10%	11%	6%	8%	6%	5%	8%	9%	9%	12%	6%	11%	8%	6%	6%	11%	12%	7%
SUM: Unlikely	350	204	146	22	42	64	74	59	90	118	105	72	56	24	14	38	32	39	30	19	35	38	44	36	56	147
	17%	20%	14%	9%	13%	16%	21%	19%	21%	21%	18%	17%	12%	14%	15%	16%	18%	21%	19%	17%	18%	15%	17%	20%	19%	17%
Don't know	57	30	27	20	11	7	9	2	8	11	13	13	19	7	1	4	7	4	1	6	6	11	1	9	11	25
	3%	3%	3%	8%	4%	2%	3%	1%	2%	2%	2%	3%	4%	4%	1%	1%	4%	2%	1%	5%	3%	4%	1%	5%	4%	3%
Mean	3.40	3.25	3.54	3.70	3.59	3.43	3.27	3.32	3.24	3.24	3.43	3.45	3.52	3.51	3.53	3.42	3.34	3.36	3.39	3.51	3.20	3.51	3.39	3.33	3.38	3.42
Standard deviation	1.08	1.13	1.03	0.96	1.08	1.05	1.13	1.11	1.09	1.13	1.05	1.13	1.01	1.02	1.10	1.11	1.09	1.18	1.07	1.23	0.99	1.07	1.00	1.14	1.20	1.10
Standard error	0.02	0.04	0.03	0.09	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.08	0.11	0.07	0.08	0.09	0.09	0.12	0.07	0.07	0.06	0.08	0.07	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 50

Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Social networks (for example Facebook or Twitter)

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	308	140	167	43	84	73	44	32	32	74	79	83	71	33	19	37	27	29	27	21	20	47	30	17	49	157
	15%	14%	16%	18%	26%	19%	13%	10%	8%	13%	13%	19%	15%	19%	21%	15%	15%	17%	20%	11%	18%	11%	9%	16%	19%	
Very likely	(5) 87	45	42	16	22	21	11	10	7	17	23	21	26	12	8	13	8	7	6	5	6	10	5	7	10	49
	4%	5%	4%	6%	7%	6%	3%	3%	2%	3%	4%	5%	5%	7%	9%	6%	5%	4%	4%	5%	3%	4%	2%	4%	3%	6%
Fairly likely	(4) 220	95	125	27	62	51	34	21	25	57	56	62	46	21	11	24	18	22	22	16	15	37	25	11	39	108
	11%	10%	12%	11%	19%	13%	10%	7%	6%	10%	9%	14%	10%	12%	12%	10%	11%	14%	15%	8%	14%	9%	6%	13%	13%	
Neither likely nor unlikely	411	202	209	61	85	89	69	55	53	82	127	96	106	33	11	60	49	35	28	13	34	69	52	28	61	173
(3) 20%	20%	20%	20%	25%	26%	23%	20%	18%	12%	15%	21%	23%	23%	18%	12%	25%	27%	18%	17%	12%	18%	27%	20%	15%	20%	21%
Fairly unlikely	(2) 340	168	172	63	49	67	55	50	56	95	96	71	78	15	19	45	29	35	20	17	43	36	41	40	52	137
	17%	17%	17%	26%	15%	17%	16%	16%	13%	17%	16%	17%	17%	8%	21%	19%	16%	18%	13%	16%	23%	14%	16%	21%	17%	16%
Very unlikely	(1) 909	457	452	55	92	150	171	163	278	285	274	163	187	87	42	93	68	86	81	47	88	92	137	88	127	344
	45%	46%	43%	23%	28%	39%	49%	53%	65%	52%	46%	38%	40%	49%	45%	39%	38%	46%	51%	44%	46%	36%	52%	47%	42%	41%
SUM: Unlikely	1249	625	624	118	142	218	226	212	334	380	370	234	265	102	60	138	97	121	101	64	131	127	179	128	179	481
	61%	63%	60%	48%	43%	56%	65%	69%	78%	69%	63%	55%	56%	58%	66%	58%	54%	64%	64%	60%	69%	50%	68%	69%	60%	57%
Don't know	71	32	39	23	15	7	8	7	10	14	16	15	27	10	1	5	7	4	2	9	6	13	1	13	12	31
	3%	3%	4%	9%	5%	2%	2%	2%	2%	3%	3%	3%	6%	5%	1%	2%	4%	2%	1%	9%	3%	5%	*	7%	4%	4%
Mean	2.10	2.07	2.13	2.48	2.59	2.28	1.99	1.89	1.63	1.93	2.06	2.29	2.20	2.14	2.19	2.23	2.25	2.07	2.04	2.14	1.96	2.33	1.92	1.90	2.14	2.24
Standard deviation	1.23	1.22	1.23	1.19	1.29	1.27	1.18	1.15	1.03	1.18	1.20	1.27	1.25	1.37	1.37	1.23	1.22	1.22	1.26	1.31	1.12	1.24	1.13	1.12	1.22	1.29
Standard error	0.03	0.04	0.04	0.11	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.08	0.06	0.10	0.14	0.08	0.09	0.09	0.11	0.13	0.08	0.08	0.07	0.08	0.07	0.05

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 51

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Price comparison websites (such as comparethemarket.com or confused.com)**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
	Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	1577	759	819	161	264	318	275	234	326	449	484	312	332	139	76	185	144	153	114	81	147	193	201	146	240	665
	77%	76%	79%	66%	81%	82%	79%	77%	76%	82%	82%	73%	71%	79%	82%	77%	80%	81%	72%	75%	77%	75%	77%	78%	80%	79%
Very likely	(5) 829	403	425	65	127	172	140	127	197	254	251	166	158	73	54	99	78	89	68	42	72	77	99	77	129	340
	41%	40%	41%	27%	39%	45%	41%	41%	46%	46%	42%	39%	34%	41%	58%	41%	43%	47%	43%	38%	38%	30%	38%	41%	43%	40%
Fairly likely	(4) 749	355	393	96	137	145	134	107	129	195	233	146	175	66	22	85	66	64	45	40	74	116	102	68	111	324
	37%	36%	38%	39%	42%	38%	39%	35%	30%	35%	39%	34%	37%	37%	24%	36%	37%	34%	28%	37%	39%	45%	39%	37%	37%	39%
Neither likely nor unlikely	(3) 224	119	106	38	29	43	37	38	39	44	53	54	74	19	7	36	17	14	20	8	25	31	33	15	28	96
	11%	12%	10%	16%	9%	11%	11%	12%	9%	8%	9%	13%	16%	11%	7%	15%	9%	7%	13%	8%	13%	12%	12%	8%	9%	11%
Fairly unlikely	(2) 86	47	39	15	6	9	14	14	28	26	18	29	14	3	5	6	3	10	14	6	6	10	16	9	14	26
	4%	5%	4%	6%	2%	2%	4%	5%	7%	5%	3%	7%	3%	2%	6%	2%	2%	5%	9%	6%	3%	4%	6%	5%	5%	3%
Very unlikely	(1) 102	51	51	8	15	12	17	19	31	22	24	21	34	12	3	10	11	9	10	8	7	12	11	8	7	36
	5%	5%	5%	3%	4%	3%	5%	6%	7%	4%	4%	5%	7%	7%	3%	4%	6%	5%	6%	7%	4%	5%	4%	5%	2%	4%
SUM: Unlikely	188	97	90	23	21	21	31	32	59	48	42	50	47	15	8	16	13	19	24	14	13	21	26	17	21	62
	9%	10%	9%	9%	6%	6%	9%	11%	14%	9%	7%	12%	10%	9%	9%	7%	7%	10%	15%	13%	7%	8%	10%	9%	7%	7%
Don't know	50	24	25	23	12	5	3	2	5	9	13	13	16	3	2	3	6	3	1	4	6	11	2	9	11	20
	2%	2%	2%	9%	4%	1%	1%	1%	1%	2%	2%	3%	3%	2%	2%	1%	3%	2%	1%	4%	3%	4%	1%	5%	4%	2%
Mean	4.06	4.04	4.09	3.88	4.13	4.20	4.07	4.02	4.02	4.17	4.15	3.98	3.90	4.06	4.31	4.09	4.14	4.16	3.94	3.97	4.07	3.96	4.01	4.11	4.18	4.10
Standard deviation	1.08	1.09	1.06	1.03	0.99	0.96	1.06	1.13	1.22	1.04	1.00	1.12	1.14	1.11	1.04	1.02	1.07	1.09	1.23	1.19	1.01	1.02	1.06	1.06	0.97	1.02
Standard error	0.02	0.04	0.03	0.09	0.05	0.05	0.06	0.06	0.06	0.04	0.05	0.07	0.05	0.08	0.11	0.07	0.08	0.08	0.10	0.11	0.08	0.07	0.06	0.08	0.06	0.04

Energy
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Table 52

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Money saving websites (such as moneysavingexpert.com)**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777	
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842	
SUM: Likely	1587	752	835	168	255	322	269	235	338	443	481	317	345	140	74	194	150	147	125	81	153	176	203	144	235	655	
		78%	75%	80%	69%	78%	83%	78%	77%	79%	81%	81%	74%	74%	79%	80%	81%	83%	78%	79%	75%	80%	69%	78%	78%	78%	
Very likely	(5)	852	403	450	83	132	174	135	128	200	254	261	163	174	74	49	107	75	88	71	46	82	79	99	82	126	342
		42%	40%	43%	34%	40%	45%	39%	42%	47%	46%	44%	38%	37%	42%	53%	45%	42%	47%	45%	43%	43%	31%	38%	44%	42%	41%
Fairly likely	(4)	735	349	386	85	123	148	134	107	138	189	220	154	171	66	24	88	74	59	53	35	71	97	105	63	109	312
		36%	35%	37%	35%	38%	38%	39%	35%	32%	34%	37%	36%	37%	37%	27%	37%	41%	31%	34%	32%	37%	38%	40%	34%	36%	37%
Neither likely nor unlikely	(3)	235	136	99	37	36	43	44	37	38	49	56	65	66	20	7	29	9	20	20	11	21	46	34	17	42	105
		12%	14%	10%	15%	11%	11%	13%	12%	9%	9%	9%	15%	14%	11%	8%	12%	5%	10%	13%	10%	11%	18%	13%	9%	14%	13%
Fairly unlikely	(2)	97	57	41	15	17	8	18	14	26	29	26	25	17	4	9	7	9	12	9	6	6	17	11	8	8	42
		5%	6%	4%	6%	5%	2%	5%	4%	6%	5%	4%	6%	4%	2%	10%	3%	5%	6%	6%	5%	3%	7%	4%	5%	3%	5%
Very unlikely	(1)	68	29	38	4	4	8	14	17	20	17	16	10	25	10	1	6	5	5	4	6	7	9	10	6	3	20
		3%	3%	4%	1%	1%	2%	4%	5%	5%	3%	3%	2%	5%	6%	1%	2%	3%	3%	2%	5%	4%	3%	4%	3%	1%	2%
SUM: Unlikely		165	86	79	18	22	16	32	30	46	47	42	35	41	14	10	13	14	17	13	11	13	26	20	15	10	62
		8%	9%	8%	7%	7%	4%	9%	10%	11%	8%	7%	8%	9%	8%	11%	5%	8%	9%	8%	11%	7%	10%	8%	8%	3%	7%
Don't know		51	25	26	21	13	6	2	4	7	12	12	11	16	3	2	3	7	5	1	4	4	9	4	9	12	20
		3%	3%	3%	8%	4%	2%	1%	1%	2%	2%	2%	3%	3%	2%	2%	1%	4%	3%	1%	4%	2%	4%	1%	5%	4%	2%
Mean		4.11	4.07	4.15	4.03	4.15	4.24	4.04	4.05	4.11	4.18	4.18	4.04	4.00	4.09	4.24	4.20	4.19	4.16	4.14	4.06	4.14	3.89	4.05	4.17	4.21	4.11
Standard deviation		1.02	1.03	1.01	0.97	0.93	0.89	1.05	1.11	1.11	1.02	0.97	1.00	1.08	1.07	1.02	0.93	0.97	1.03	1.01	1.13	1.00	1.04	1.01	1.02	0.86	0.98
Standard error		0.02	0.03	0.03	0.09	0.05	0.04	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.07	0.08	0.09	0.11	0.07	0.07	0.06	0.08	0.05	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 53

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Consumer bodies (such as Which?)**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
	Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	1226	594	632	117	188	240	213	187	279	365	375	231	255	107	62	162	97	105	98	64	112	146	159	114	189	495
	60%	59%	61%	48%	58%	62%	62%	61%	65%	66%	63%	54%	54%	61%	67%	68%	54%	56%	62%	59%	58%	57%	61%	61%	63%	59%
Very likely	(5) 478	227	250	32	51	87	94	77	136	148	138	97	94	37	30	58	32	41	44	27	36	61	64	47	64	178
	23%	23%	24%	13%	16%	22%	27%	25%	32%	27%	23%	23%	20%	21%	32%	24%	18%	22%	28%	25%	19%	24%	24%	25%	21%	21%
Fairly likely	(4) 748	366	382	85	137	153	119	110	143	216	237	134	160	70	32	104	65	64	54	37	75	85	95	67	124	317
	37%	37%	37%	35%	42%	40%	34%	36%	33%	39%	40%	31%	34%	40%	35%	43%	36%	34%	34%	34%	39%	33%	36%	36%	41%	38%
Neither likely nor unlikely	(3) 451	225	225	60	81	89	68	74	79	101	119	111	120	36	17	55	47	36	24	24	52	57	75	27	63	197
	22%	23%	22%	25%	25%	23%	20%	24%	18%	18%	20%	26%	25%	20%	19%	23%	26%	19%	15%	22%	27%	22%	29%	15%	21%	23%
Fairly unlikely	(2) 178	84	94	28	25	30	38	25	32	50	54	46	28	17	9	9	18	23	21	4	13	26	16	23	20	83
	9%	8%	9%	12%	8%	8%	11%	8%	7%	9%	9%	11%	6%	10%	10%	4%	10%	12%	13%	3%	7%	10%	6%	12%	7%	10%
Very unlikely	(1) 116	62	54	11	18	19	25	17	27	24	31	23	38	10	2	10	10	18	14	10	8	13	9	13	17	42
	6%	6%	5%	4%	5%	5%	7%	6%	6%	4%	5%	5%	8%	6%	2%	4%	6%	9%	9%	9%	4%	5%	3%	7%	6%	5%
SUM: Unlikely	294	146	148	39	43	49	63	42	59	74	85	69	66	27	11	19	28	40	34	14	21	39	25	36	36	125
	14%	15%	14%	16%	13%	13%	18%	14%	14%	13%	14%	16%	14%	15%	12%	8%	15%	21%	22%	13%	11%	15%	10%	19%	12%	15%
Don't know	68	34	34	28	14	9	3	3	11	11	13	16	29	6	2	4	8	7	2	6	7	15	2	9	12	25
	3%	3%	3%	12%	4%	2%	1%	1%	3%	2%	2%	4%	6%	4%	2%	2%	5%	4%	1%	5%	3%	6%	1%	5%	4%	3%
Mean	3.66	3.63	3.68	3.46	3.57	3.69	3.64	3.68	3.79	3.77	3.69	3.57	3.56	3.63	3.86	3.81	3.53	3.49	3.60	3.65	3.65	3.64	3.73	3.63	3.70	3.62
Standard deviation	1.12	1.12	1.11	1.05	1.04	1.07	1.20	1.11	1.17	1.09	1.10	1.13	1.15	1.11	1.06	0.99	1.09	1.24	1.27	1.20	1.01	1.13	1.01	1.22	1.07	1.09
Standard error	0.03	0.04	0.03	0.10	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.07	0.05	0.08	0.11	0.06	0.08	0.09	0.11	0.12	0.08	0.08	0.06	0.09	0.06	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 54

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Door to door salesman from energy companies**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777	
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842	
SUM: Likely	135	66	69	30	45	36	9	6	9	36	36	36	27	11	13	19	13	10	9	8	6	36	9	3	20	72	
	7%	7%	7%	12%	14%	9%	2%	2%	2%	6%	6%	8%	6%	6%	14%	8%	7%	5%	5%	7%	3%	14%	3%	1%	7%	9%	
Very likely	(5)	40	19	20	7	16	11	2	3	1	10	12	8	7	6	4	-	3	2	2	-	14	1	1	6	26	
		2%	2%	2%	3%	5%	3%	*	1%	*	2%	2%	3%	2%	4%	7%	2%	-	2%	1%	2%	-	5%	*	*	2%	3%
Fairly likely	(4)	95	46	49	23	29	26	7	3	8	25	26	24	19	4	7	15	13	7	6	5	6	22	8	2	14	46
		5%	5%	5%	9%	9%	7%	2%	1%	2%	5%	4%	6%	4%	2%	7%	6%	7%	3%	4%	5%	3%	9%	3%	1%	5%	5%
Neither likely nor unlikely	(3)	225	119	106	38	44	54	42	25	22	42	57	54	71	23	10	27	19	12	17	19	16	36	31	15	39	100
		11%	12%	10%	15%	13%	14%	12%	8%	5%	8%	10%	13%	15%	13%	11%	11%	11%	6%	11%	17%	8%	14%	12%	8%	13%	12%
Fairly unlikely	(2)	374	152	222	70	67	75	56	46	60	89	112	89	84	23	18	43	38	31	32	19	41	54	36	38	63	150
		18%	15%	21%	28%	21%	20%	16%	15%	14%	16%	19%	21%	18%	13%	20%	18%	16%	20%	18%	22%	21%	14%	20%	20%	21%	18%
Very unlikely	(1)	1255	638	617	86	156	213	237	228	334	374	375	238	268	117	49	148	104	132	99	56	124	121	184	121	166	500
		62%	64%	59%	35%	48%	55%	69%	74%	78%	68%	63%	56%	57%	66%	53%	62%	58%	70%	62%	52%	65%	47%	70%	65%	55%	59%
SUM: Unlikely		1628	789	839	156	223	288	294	273	394	463	487	327	352	140	67	190	142	163	131	76	165	175	220	160	229	650
		80%	79%	81%	64%	69%	75%	85%	89%	92%	84%	82%	76%	75%	79%	73%	79%	79%	86%	83%	70%	87%	68%	84%	86%	76%	77%
Don't know		51	26	25	21	14	8	2	2	5	10	11	11	18	3	2	3	6	4	2	6	4	10	2	9	11	20
		2%	3%	2%	8%	4%	2%	1%	1%	1%	2%	2%	3%	4%	2%	2%	1%	3%	2%	1%	5%	2%	4%	1%	5%	4%	2%
Mean		1.64	1.62	1.65	2.09	1.98	1.80	1.49	1.38	1.31	1.54	1.59	1.76	1.70	1.63	1.92	1.67	1.66	1.47	1.61	1.81	1.48	2.00	1.48	1.43	1.72	1.72
Standard deviation		0.99	1.00	0.98	1.12	1.22	1.09	0.82	0.76	0.67	0.96	0.96	1.06	1.00	1.06	1.02	0.94	0.90	0.94	1.06	0.78	1.23	0.84	0.73	1.01	1.08	
Standard error		0.02	0.03	0.03	0.10	0.07	0.05	0.04	0.04	0.03	0.04	0.07	0.05	0.08	0.13	0.07	0.07	0.07	0.08	0.10	0.06	0.08	0.05	0.05	0.06	0.04	

Energy
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Table 55

**Q8. If you wanted to find out information on different energy tariffs, how likely or unlikely would you be to use each of the following?
Energy company promotional stands (where you can pick up leaflets and talk face to face to a representative from an energy company)**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777	
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842	
SUM: Likely	380	168	212	59	74	75	50	47	77	92	99	97	93	36	18	47	25	30	39	18	41	53	43	32	57	153	
	19%	17%	20%	24%	23%	19%	14%	15%	18%	17%	17%	23%	20%	20%	19%	20%	14%	16%	25%	16%	21%	20%	16%	17%	19%	18%	
Very likely	(5)	75	31	45	17	19	18	7	11	3	18	16	19	22	7	6	10	2	8	10	4	9	11	1	7	8	37
		4%	3%	4%	7%	6%	5%	2%	4%	1%	3%	3%	4%	5%	4%	6%	4%	1%	4%	6%	3%	5%	4%	*	4%	3%	4%
Fairly likely	(4)	305	138	167	42	54	57	43	36	73	73	83	78	71	29	12	37	23	22	29	14	32	41	41	26	49	116
		15%	14%	16%	17%	17%	15%	12%	12%	17%	13%	14%	18%	15%	16%	13%	15%	13%	12%	19%	13%	17%	16%	14%	16%	14%	
Neither likely nor unlikely	(3)	467	205	262	59	82	78	85	68	94	104	135	105	122	34	26	46	40	34	35	26	45	77	68	37	69	179
		23%	21%	25%	24%	25%	20%	25%	22%	22%	19%	23%	25%	26%	19%	28%	19%	22%	18%	22%	24%	24%	30%	26%	20%	23%	21%
Fairly unlikely	(2)	462	226	235	59	64	100	75	71	93	138	159	94	70	37	18	61	51	42	36	24	40	41	65	47	74	199
		23%	23%	23%	24%	20%	26%	22%	23%	22%	25%	27%	22%	15%	21%	20%	25%	28%	22%	22%	22%	21%	16%	25%	25%	25%	24%
Very unlikely	(1)	668	367	301	42	92	127	135	113	160	205	185	121	157	65	29	83	60	78	45	35	60	69	84	61	87	291
		33%	37%	29%	17%	28%	33%	39%	37%	37%	37%	31%	28%	33%	37%	31%	35%	33%	41%	28%	32%	32%	27%	32%	33%	29%	35%
SUM: Unlikely		1130	594	536	101	156	227	209	184	253	343	344	215	227	102	47	144	110	120	80	59	101	110	150	108	161	490
		55%	59%	52%	41%	48%	59%	60%	60%	59%	62%	58%	50%	48%	58%	51%	60%	61%	64%	51%	54%	53%	43%	57%	58%	54%	58%
Don't know		62	32	30	25	14	7	2	7	6	11	13	11	27	6	2	3	5	4	4	6	4	16	2	9	12	20
		3%	3%	3%	10%	4%	2%	1%	2%	1%	2%	2%	3%	6%	3%	2%	1%	3%	2%	3%	5%	2%	6%	1%	5%	4%	2%
Mean		2.32	2.21	2.43	2.69	2.50	2.31	2.16	2.20	2.21	2.19	2.28	2.47	2.39	2.27	2.42	2.28	2.18	2.13	2.50	2.30	2.41	2.52	2.27	2.27	2.37	2.28
Standard deviation		1.20	1.18	1.20	1.20	1.25	1.21	1.14	1.17	1.15	1.18	1.14	1.21	1.26	1.24	1.24	1.22	1.07	1.22	1.26	1.18	1.24	1.21	1.09	1.19	1.16	1.21
Standard error		0.03	0.04	0.04	0.11	0.07	0.06	0.06	0.07	0.05	0.04	0.05	0.08	0.06	0.09	0.13	0.08	0.08	0.09	0.11	0.11	0.09	0.08	0.07	0.09	0.07	0.04

Energy
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Table 56

Q9. How often would you access information on your energy usage from each of the following sources if they were available?

Summary

Absolutes/col percents

Base : All respondents

	A website from your energy supplier which logs information about your energy usage	A third party website which logs information about your energy usage	A "smart meter/energy monitor" within your house	Email from your energy supplier	A third party email detailing your energy usage	Text message from your energy supplier	A third party text message detailing your energy usage	Traditional bill
Unweighted Base	2039	2039	2039	2039	2039	2039	2039	2039
Weighted Base	2039	2039	2039	2039	2039	2039	2039	2039
Daily	79 4%	46 2%	544 27%	88 4%	55 3%	74 4%	45 2%	21 1%
Weekly	506 25%	290 14%	581 28%	490 24%	286 14%	329 16%	224 11%	73 4%
Monthly	714 35%	477 23%	350 17%	734 36%	428 21%	444 22%	318 16%	666 33%
Quarterly	342 17%	251 12%	124 6%	289 14%	220 11%	166 8%	155 8%	972 48%
Yearly	50 2%	69 3%	20 1%	33 2%	51 3%	31 2%	37 2%	53 3%
Never	164 8%	564 28%	213 10%	192 9%	647 32%	736 36%	953 47%	113 6%
Don't know	183 9%	341 17%	208 10%	214 10%	350 17%	260 13%	305 15%	141 7%

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 57

**Q9. How often would you access information on your energy usage from each of the following sources if they were available?
A website from your energy supplier which logs information about your energy usage**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Daily	79 4%	40 4%	39 4%	32 13%	10 3%	15 4%	10 3%	6 2%	7 2%	18 3%	18 3%	21 5%	22 5%	5 3%	5 5%	13 5%	10 5%	7 4%	6 4%	2 2%	6 3%	14 5%	10 4%	2 1%	10 3%	33 4%
Weekly	506 25%	266 27%	240 23%	57 23%	111 34%	80 21%	73 21%	89 29%	95 22%	145 26%	158 27%	100 23%	103 22%	43 24%	35 38%	55 23%	59 33%	44 33%	36 24%	26 24%	35 18%	63 25%	66 25%	44 24%	67 22%	226 27%
Monthly	714 35%	336 34%	378 36%	62 25%	90 28%	155 40%	130 37%	104 34%	174 40%	214 39%	201 34%	140 33%	158 34%	61 35%	20 22%	73 31%	54 30%	68 36%	60 38%	42 39%	74 39%	90 35%	110 42%	61 33%	102 34%	285 34%
Quarterly	342 17%	174 17%	169 16%	27 11%	52 16%	62 16%	67 19%	55 18%	80 19%	92 17%	101 17%	80 19%	69 15%	28 16%	16 18%	48 20%	25 14%	32 17%	23 15%	24 22%	37 20%	28 11%	40 15%	40 22%	65 22%	134 16%
Yearly	50 2%	23 2%	28 3%	3 1%	4 1%	20 5%	5 2%	11 4%	9 2%	13 2%	13 2%	13 3%	11 2%	5 3%	2 2%	6 3%	3 1%	4 2%	6 4%	1 1%	3 2%	13 5%	7 3%	-	6 2%	22 3%
Never	164 8%	74 7%	90 9%	23 9%	27 8%	21 5%	39 11%	22 7%	32 7%	35 6%	51 9%	36 8%	43 9%	24 14%	10 11%	20 8%	13 7%	9 5%	17 11%	7 6%	20 11%	22 9%	10 4%	14 8%	30 10%	69 8%
Don't know	183 9%	86 9%	96 9%	42 17%	32 10%	34 9%	22 6%	19 6%	33 8%	32 6%	49 8%	39 9%	63 13%	10 6%	5 6%	25 10%	17 9%	25 13%	10 6%	6 6%	15 8%	26 10%	19 7%	25 13%	20 7%	73 9%

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 58

Q9. How often would you access information on your energy usage from each of the following sources if they were available?
A third party website which logs information about your energy usage

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Daily	46	24	22	21	5	6	8	2	5	15	8	12	11	3	2	8	5	3	2	1	3	12	6	1	9	24
	2%	2%	2%	9%	1%	1%	2%	1%	1%	3%	1%	3%	2%	2%	2%	3%	3%	2%	1%	1%	1%	5%	2%	1%	3%	3%
Weekly	290	157	134	38	52	52	36	54	58	89	86	64	52	28	15	30	40	32	21	13	20	34	34	23	44	122
	14%	16%	13%	16%	16%	13%	10%	18%	13%	16%	15%	15%	11%	16%	17%	12%	22%	17%	13%	12%	11%	13%	13%	12%	15%	14%
Monthly	477	258	218	36	76	92	95	70	109	146	136	100	95	36	21	53	38	44	34	35	38	76	68	33	70	201
	23%	26%	21%	15%	23%	24%	27%	23%	25%	26%	23%	23%	20%	20%	23%	22%	21%	23%	21%	32%	20%	29%	26%	18%	23%	24%
Quarterly	251	132	119	20	42	55	53	24	57	79	64	60	48	23	12	41	17	24	20	16	16	29	25	28	39	101
	12%	13%	11%	8%	13%	14%	15%	8%	13%	14%	11%	14%	10%	13%	13%	17%	9%	13%	13%	15%	8%	11%	9%	15%	13%	12%
Yearly	69	30	39	2	12	14	9	12	20	17	25	8	18	6	2	8	1	5	9	4	12	10	9	3	10	22
	3%	3%	4%	1%	4%	4%	3%	4%	5%	3%	4%	2%	4%	4%	2%	3%	1%	2%	6%	3%	6%	4%	3%	2%	3%	3%
Never	564	248	316	71	85	102	112	90	106	133	185	99	148	59	26	61	52	48	56	22	67	51	61	61	89	234
	28%	25%	30%	29%	26%	26%	32%	29%	25%	24%	31%	23%	32%	34%	28%	26%	29%	25%	35%	20%	35%	20%	23%	33%	30%	28%
Don't know	341	150	192	56	54	68	34	54	75	72	87	85	97	20	14	38	27	33	17	17	36	44	58	37	38	138
	17%	15%	18%	23%	17%	18%	10%	18%	17%	13%	15%	20%	21%	11%	15%	16%	15%	17%	11%	16%	19%	17%	22%	20%	13%	16%

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 59

**Q9. How often would you access information on your energy usage from each of the following sources if they were available?
A "smart meter/energy monitor" within your house**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Daily	544	261	283	64	102	104	82	84	107	137	172	111	124	49	27	63	60	54	46	28	46	47	73	51	68	219
	27%	26%	27%	26%	31%	27%	24%	28%	25%	25%	29%	26%	26%	28%	29%	26%	33%	29%	29%	26%	24%	18%	28%	28%	23%	26%
Weekly	581	298	283	63	86	113	97	89	133	180	159	112	131	44	20	61	53	48	48	28	58	78	83	61	89	234
	28%	30%	27%	26%	26%	29%	28%	29%	31%	33%	27%	26%	28%	25%	21%	25%	29%	25%	30%	26%	31%	31%	32%	33%	30%	28%
Monthly	350	178	172	52	45	71	59	47	75	110	109	67	64	30	20	42	26	37	21	20	23	57	46	28	63	147
	17%	18%	17%	21%	14%	18%	17%	15%	18%	20%	18%	16%	14%	17%	22%	18%	14%	20%	13%	19%	12%	22%	17%	15%	21%	17%
Quarterly	124	64	59	12	23	24	24	17	25	25	35	33	31	15	3	17	10	10	6	7	12	24	11	7	18	51
	6%	6%	6%	5%	7%	6%	7%	6%	6%	5%	6%	8%	7%	8%	4%	7%	6%	5%	4%	6%	6%	10%	4%	4%	6%	6%
Yearly	20	7	13	-	4	4	5	4	3	5	2	5	7	3	1	*	1	4	4	-	2	*	3	*	1	14
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	2%	*	*	2%	2%	-	1%	*	1%	*	*	2%
Never	213	100	113	20	31	37	49	42	33	47	63	50	52	23	12	25	14	13	24	15	27	19	24	16	35	96
	10%	10%	11%	8%	10%	10%	14%	14%	8%	9%	11%	12%	11%	13%	13%	10%	8%	7%	15%	14%	14%	7%	9%	9%	12%	11%
Don't know	208	91	117	34	34	35	31	21	53	48	51	49	61	13	9	30	17	23	10	10	23	30	22	21	27	82
	10%	9%	11%	14%	11%	9%	9%	7%	12%	9%	9%	11%	13%	7%	10%	13%	9%	12%	7%	9%	12%	12%	8%	11%	9%	10%

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 60

Q9. How often would you access information on your energy usage from each of the following sources if they were available?
Email from your energy supplier

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Daily	88	43	45	16	11	18	18	10	15	23	29	18	17	11	5	12	11	3	9	5	4	14	8	5	12	40
	4%	4%	4%	7%	3%	5%	5%	3%	3%	4%	5%	4%	4%	6%	6%	5%	6%	2%	6%	5%	2%	5%	3%	3%	4%	5%
Weekly	490	246	244	65	103	94	61	77	90	125	141	102	123	36	23	46	44	40	42	33	39	59	80	47	57	209
	24%	25%	23%	27%	32%	24%	18%	25%	21%	23%	24%	24%	26%	21%	25%	19%	24%	21%	26%	31%	20%	23%	31%	25%	19%	25%
Monthly	734	349	384	72	100	149	134	108	170	219	210	159	145	61	27	93	67	74	49	35	73	93	95	67	126	296
	36%	35%	37%	30%	31%	38%	39%	35%	40%	40%	36%	37%	31%	34%	29%	39%	37%	39%	31%	32%	38%	36%	36%	36%	42%	35%
Quarterly	289	140	149	15	39	55	59	51	70	79	94	54	61	28	12	37	26	34	27	13	27	27	34	24	50	116
	14%	14%	14%	6%	12%	14%	17%	17%	16%	14%	16%	13%	13%	16%	13%	15%	14%	18%	17%	12%	14%	10%	13%	13%	17%	14%
Yearly	33	16	17	3	6	8	4	5	7	13	12	2	6	3	2	2	3	1	1	1	5	8	4	4	7	14
	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	*	1%	1%	2%	3%	2%	2%	2%	2%
Never	192	100	92	24	29	32	40	29	37	42	47	52	51	22	12	24	10	12	19	11	25	23	17	16	25	88
	9%	10%	9%	10%	9%	8%	12%	10%	9%	8%	8%	12%	11%	12%	13%	10%	5%	7%	12%	11%	13%	9%	6%	9%	8%	10%
Don't know	214	105	108	48	38	32	30	26	41	49	57	42	66	16	12	26	19	24	11	9	19	33	23	21	24	80
	10%	11%	10%	20%	12%	8%	9%	8%	10%	9%	10%	10%	14%	9%	13%	11%	11%	12%	7%	9%	10%	13%	9%	11%	8%	10%

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 61

Q9. How often would you access information on your energy usage from each of the following sources if they were available?
A third party email detailing your energy usage

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Daily	55	28	28	14	6	9	12	8	7	16	15	13	12	5	1	13	4	3	8	2	2	9	2	7	7	25
	3%	3%	3%	6%	2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	1%	5%	2%	1%	5%	2%	1%	4%	1%	4%	2%	3%
Weekly	286	161	125	40	54	58	42	40	52	86	82	70	48	19	13	25	31	26	26	14	23	46	44	21	29	135
	14%	16%	12%	16%	17%	15%	12%	13%	12%	16%	14%	16%	10%	11%	14%	10%	17%	14%	16%	13%	12%	18%	17%	11%	10%	16%
Monthly	428	238	191	40	72	86	63	59	109	131	131	81	86	44	25	49	35	38	27	29	30	64	53	34	65	162
	21%	24%	18%	16%	22%	22%	18%	19%	25%	24%	22%	19%	18%	25%	28%	20%	20%	20%	17%	27%	16%	25%	20%	18%	22%	19%
Quarterly	220	115	106	19	32	43	46	25	54	63	61	48	48	17	11	32	24	22	17	15	9	27	22	23	37	94
	11%	12%	10%	8%	10%	11%	13%	8%	13%	11%	10%	11%	10%	10%	12%	13%	13%	12%	11%	14%	5%	11%	9%	12%	12%	11%
Yearly	51	17	34	5	11	10	6	7	13	20	11	7	13	2	1	6	2	4	3	2	10	9	9	4	9	20
	3%	2%	3%	2%	3%	3%	2%	2%	3%	4%	2%	2%	3%	1%	1%	3%	1%	2%	2%	2%	5%	3%	4%	2%	3%	2%
Never	647	288	359	68	93	117	135	112	122	156	207	129	156	71	26	79	50	54	63	28	77	55	80	64	109	262
	32%	29%	35%	28%	28%	30%	39%	37%	28%	28%	35%	30%	33%	40%	29%	33%	28%	28%	40%	26%	40%	21%	31%	34%	36%	31%
Don't know	350	153	197	59	57	65	43	55	72	79	84	81	106	19	15	36	33	43	15	19	40	46	51	34	44	144
	17%	15%	19%	24%	18%	17%	12%	18%	17%	14%	14%	19%	23%	11%	16%	15%	18%	23%	9%	17%	21%	18%	20%	18%	15%	17%

Energy
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Table 62

Q9. How often would you access information on your energy usage from each of the following sources if they were available?
Text message from your energy supplier

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Daily	74	35	39	15	15	15	13	5	11	21	15	26	12	10	1	13	8	7	6	6	2	9	9	4	10	37
	4%	4%	4%	6%	5%	4%	4%	2%	3%	4%	2%	6%	2%	6%	1%	6%	4%	4%	4%	5%	1%	4%	3%	2%	3%	4%
Weekly	329	160	168	46	76	64	49	46	48	85	91	76	77	34	22	36	29	33	25	17	21	43	42	27	47	144
	16%	16%	16%	19%	23%	17%	14%	15%	11%	15%	15%	18%	16%	19%	24%	15%	16%	17%	16%	16%	11%	17%	16%	14%	16%	17%
Monthly	444	240	205	52	96	111	66	56	63	119	131	102	91	38	19	52	41	42	20	26	45	75	53	33	76	201
	22%	24%	20%	21%	30%	29%	19%	18%	15%	22%	22%	24%	19%	21%	21%	22%	23%	12%	24%	23%	29%	20%	18%	25%	24%	
Quarterly	166	75	91	13	26	35	35	21	36	44	52	36	34	17	7	15	14	16	15	13	11	25	12	20	34	66
	8%	8%	9%	5%	8%	9%	10%	7%	8%	8%	9%	8%	7%	10%	7%	6%	8%	8%	10%	12%	6%	10%	5%	11%	11%	8%
Yearly	31	14	17	1	1	4	7	7	11	8	11	3	10	2	3	5	3	2	3	-	4	4	4	2	3	10
	2%	1%	2%	*	*	1%	2%	2%	2%	1%	2%	1%	2%	1%	3%	2%	1%	1%	2%	-	2%	2%	2%	1%	1%	1%
Never	736	353	383	68	71	106	151	137	202	214	216	136	170	63	26	91	57	54	75	33	82	68	109	79	98	284
	36%	35%	37%	28%	22%	27%	44%	45%	47%	39%	37%	32%	36%	35%	28%	38%	32%	29%	47%	30%	43%	27%	42%	42%	33%	34%
Don't know	260	122	138	51	42	51	24	34	59	60	76	49	75	13	15	27	29	35	15	13	27	32	32	21	32	99
	13%	12%	13%	21%	13%	13%	7%	11%	14%	11%	13%	12%	16%	7%	16%	11%	16%	19%	10%	12%	14%	12%	12%	11%	12%	

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Table 63

Q9. How often would you access information on your energy usage from each of the following sources if they were available?
A third party text message detailing your energy usage

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Daily	45	19	26	14	8	7	8	2	6	17	8	13	8	7	2	10	2	2	7	2	1	7	3	2	8	22
	2%	2%	3%	6%	2%	2%	2%	1%	1%	3%	1%	3%	2%	4%	2%	4%	1%	1%	4%	2%	1%	3%	1%	1%	3%	3%
Weekly	224	119	106	30	49	47	35	33	31	66	58	52	48	20	16	24	24	21	19	13	13	29	31	16	34	106
	11%	12%	10%	12%	15%	12%	10%	11%	7%	12%	10%	12%	10%	11%	17%	10%	13%	11%	12%	12%	7%	11%	12%	8%	11%	13%
Monthly	318	178	140	37	63	73	49	44	52	89	91	77	61	34	18	34	27	34	14	18	23	54	37	25	55	135
	16%	18%	13%	15%	19%	19%	14%	14%	12%	16%	15%	18%	13%	19%	20%	14%	15%	18%	9%	17%	12%	21%	14%	13%	18%	16%
Quarterly	155	81	74	16	36	35	24	15	28	46	44	37	28	14	5	24	16	16	12	11	7	28	9	13	27	67
	8%	8%	7%	7%	11%	9%	7%	5%	7%	8%	7%	9%	6%	8%	5%	10%	9%	9%	8%	10%	4%	11%	4%	7%	9%	8%
Yearly	37	17	20	2	2	6	9	9	9	8	11	5	13	3	1	5	2	2	2	4	3	6	5	5	4	17
	2%	2%	2%	1%	1%	1%	3%	3%	2%	1%	2%	1%	3%	2%	1%	2%	1%	1%	1%	3%	2%	3%	2%	3%	1%	2%
Never	953	449	504	94	120	154	184	158	243	258	297	177	220	82	35	111	76	76	91	42	113	98	136	94	133	376
	47%	45%	48%	39%	37%	40%	53%	52%	57%	47%	50%	41%	47%	46%	38%	46%	42%	40%	57%	39%	59%	38%	52%	51%	44%	45%
Don't know	305	136	170	51	47	65	37	46	60	67	81	66	91	17	17	32	32	37	14	19	30	35	41	30	38	119
	15%	14%	16%	21%	15%	17%	11%	15%	14%	12%	14%	15%	19%	10%	18%	13%	18%	20%	9%	18%	16%	14%	16%	16%	13%	14%

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Table 64

Q9. How often would you access information on your energy usage from each of the following sources if they were available?

Traditional bill

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
Daily	21 1%	10 1%	12 1%	17 7%	3 1%	- -	- -	1 *	- -	10 2%	5 1%	2 *	4 1%	2 1%	- -	7 3%	1 *	- -	1 1%	1 1%	2 1%	7 3%	- -	- -	6 2%	12 1%
Weekly	73 4%	23 2%	49 5%	19 8%	21 6%	12 3%	9 3%	4 3%	7 1%	19 2%	21 3%	16 4%	17 4%	11 6%	7 7%	9 4%	3 2%	3 1%	6 4%	6 5%	2 1%	13 5%	7 3%	6 3%	11 4%	37 4%
Monthly	666 33%	337 34%	329 32%	80 33%	137 42%	144 37%	113 33%	77 25%	115 27%	174 32%	202 34%	153 36%	137 29%	57 32%	28 30%	86 36%	53 29%	63 34%	52 33%	33 31%	51 27%	116 45%	82 31%	45 24%	99 33%	298 35%
Quarterly	972 48%	480 48%	492 47%	73 30%	125 38%	173 45%	177 51%	184 60%	240 56%	289 53%	272 46%	192 45%	219 47%	79 44%	40 44%	97 40%	91 50%	93 49%	80 50%	49 45%	105 55%	92 36%	147 56%	101 54%	143 48%	384 46%
Yearly	53 3%	20 2%	32 3%	4 2%	2 1%	7 2%	13 4%	5 2%	21 5%	6 1%	13 2%	16 4%	17 4%	5 3%	1 2%	6 2%	3 1%	7 4%	3 2%	5 4%	11 6%	2 1%	3 1%	8 4%	4 1%	16 2%
Never	113 6%	61 6%	52 5%	10 4%	10 3%	23 6%	21 6%	23 7%	26 6%	26 5%	42 7%	18 4%	28 6%	12 7%	7 8%	17 7%	14 8%	10 5%	10 6%	6 5%	9 5%	10 4%	9 3%	11 6%	21 7%	42 5%
Don't know	141 7%	68 7%	73 7%	41 17%	26 8%	28 7%	13 4%	14 5%	19 5%	26 5%	37 6%	31 7%	47 10%	11 6%	9 9%	18 7%	16 9%	12 6%	7 4%	9 9%	11 6%	17 7%	15 6%	16 9%	17 6%	53 6%

Energy

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Table 65

Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Summary

Absolutes/col percents

Base : All respondents

		Look for better offers from different energy suppliers	Change your energy provider	Start cutting down how much energy you use	Seriously consider buying new, more energy-efficient appliances (such as energy efficient lightbulbs)	Install loft insulation	Turn the TV & other appliances off, instead of leaving them on standby	Install a smart meter/ energy monitor to track how much energy I use	Run the washing machine or tumble dryer at night when electricity is cheaper	Turn heating/air conditioning off or down	Install a new, more efficient boiler	Make no changes at all
Unweighted Base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
Weighted Base		2039	2039	2039	2039	2039	2039	2039	2039	2039	2039	2039
SUM: Likely		1181 58%	914 45%	1432 70%	930 46%	497 24%	1210 59%	886 43%	970 48%	1421 70%	484 24%	330 16%
Very likely	(5)	400 20%	273 13%	470 23%	276 14%	205 10%	567 28%	291 14%	389 19%	526 26%	198 10%	121 6%
Fairly likely	(4)	782 38%	642 31%	962 47%	654 32%	292 14%	643 32%	595 29%	581 28%	895 44%	287 14%	208 10%
Neither likely nor unlikely	(3)	431 21%	586 29%	391 19%	627 31%	642 32%	499 24%	571 28%	432 21%	339 17%	590 29%	576 28%
Fairly unlikely	(2)	233 11%	321 16%	114 6%	265 13%	251 12%	135 7%	281 14%	271 13%	136 7%	362 18%	339 17%
Very unlikely	(1)	105 5%	126 6%	43 2%	145 7%	520 25%	121 6%	203 10%	281 14%	85 4%	503 25%	680 33%
SUM: Unlikely		338 17%	447 22%	157 8%	411 20%	771 38%	255 13%	484 24%	552 27%	221 11%	865 42%	1019 50%
Don't know		88 4%	92 5%	59 3%	71 3%	129 6%	74 4%	98 5%	85 4%	58 3%	99 5%	114 6%
Mean		3.58	3.32	3.86	3.33	2.69	3.71	3.25	3.27	3.83	2.65	2.35
Standard deviation		1.10	1.10	0.92	1.10	1.31	1.14	1.19	1.32	1.03	1.29	1.24
Standard error		0.02	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.02	0.03	0.03

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Table 66

Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Look for better offers from different energy suppliers

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	1181	587	595	137	206	232	209	157	239	344	351	256	230	101	52	129	110	125	90	56	96	160	142	121	199	502
	58%	59%	57%	56%	63%	60%	60%	51%	56%	63%	59%	60%	49%	57%	56%	54%	61%	66%	57%	51%	50%	62%	54%	65%	66%	60%
Very likely	(5) 400	216	184	46	76	78	71	45	84	112	101	97	90	37	23	42	38	41	26	21	35	50	41	46	67	163
	20%	22%	18%	19%	23%	20%	21%	15%	20%	20%	17%	23%	19%	21%	25%	18%	21%	22%	16%	19%	18%	19%	16%	25%	22%	19%
Fairly likely	(4) 782	370	411	92	130	154	138	112	155	232	250	159	141	64	29	87	72	84	64	35	61	110	101	75	132	340
	38%	37%	40%	37%	40%	40%	40%	37%	36%	42%	42%	37%	30%	36%	31%	36%	40%	45%	40%	32%	32%	43%	39%	41%	44%	40%
Neither likely nor unlikely	431	211	220	42	54	83	69	88	95	105	125	83	118	40	19	56	37	36	37	21	54	45	48	37	56	169
	(3) 21%	21%	21%	17%	16%	21%	20%	29%	22%	19%	21%	19%	25%	22%	20%	23%	21%	19%	23%	19%	28%	18%	19%	20%	19%	20%
Fairly unlikely	(2) 233	108	125	28	31	44	40	36	54	67	73	36	57	24	13	30	10	13	21	17	21	28	46	11	27	93
	11%	11%	12%	11%	10%	11%	11%	12%	13%	12%	12%	8%	12%	14%	14%	12%	5%	7%	13%	16%	11%	11%	18%	6%	9%	11%
Very unlikely	(1) 105	47	58	6	14	15	19	19	33	23	24	22	36	8	7	12	13	6	6	8	11	11	19	5	4	37
	5%	5%	6%	2%	4%	4%	5%	6%	8%	4%	4%	5%	8%	4%	7%	5%	7%	3%	4%	7%	6%	4%	7%	3%	1%	4%
SUM: Unlikely	338	155	183	33	45	59	59	55	87	90	97	58	93	32	19	42	22	19	27	25	32	39	65	16	31	130
	17%	16%	18%	14%	14%	15%	17%	18%	20%	16%	16%	14%	20%	18%	21%	17%	12%	10%	17%	23%	17%	15%	25%	9%	10%	15%
Don't know	88	46	42	32	21	13	10	6	7	12	18	31	28	5	2	13	11	9	4	7	9	12	6	11	14	41
	4%	5%	4%	13%	6%	3%	3%	2%	2%	2%	3%	7%	6%	3%	2%	5%	6%	5%	3%	6%	5%	5%	2%	6%	5%	5%
Mean	3.58	3.63	3.54	3.68	3.73	3.63	3.60	3.42	3.48	3.64	3.58	3.69	3.43	3.58	3.55	3.52	3.67	3.79	3.54	3.43	3.48	3.65	3.38	3.83	3.80	3.62
Standard deviation	1.10	1.10	1.10	1.04	1.08	1.06	1.11	1.08	1.17	1.07	1.05	1.11	1.18	1.11	1.22	1.10	1.12	0.98	1.05	1.21	1.12	1.07	1.17	0.99	0.95	1.07
Standard error	0.02	0.04	0.03	0.10	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.07	0.06	0.08	0.12	0.07	0.08	0.07	0.09	0.12	0.08	0.07	0.07	0.07	0.05	0.04

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Table 67

Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Change your energy provider

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	914	453	461	100	153	188	169	113	191	275	258	198	184	76	34	106	78	97	73	48	74	114	110	104	162	388
	45%	45%	44%	41%	47%	49%	49%	37%	45%	50%	44%	46%	39%	43%	37%	44%	43%	52%	46%	44%	39%	44%	42%	56%	54%	46%
Very likely	(5) 273	147	126	39	43	58	58	25	50	76	63	69	65	26	11	37	22	26	14	13	22	35	28	37	47	124
	13%	15%	12%	16%	13%	15%	17%	8%	12%	14%	11%	16%	14%	15%	12%	16%	12%	14%	9%	12%	11%	14%	11%	20%	16%	15%
Fairly likely	(4) 642	306	335	61	111	130	111	88	142	199	195	129	119	50	23	68	56	72	58	34	52	79	82	67	115	264
	31%	31%	32%	25%	34%	34%	32%	29%	33%	36%	33%	30%	25%	28%	25%	29%	31%	38%	37%	32%	27%	31%	31%	36%	38%	31%
Neither likely nor unlikely	(3) 586	290	296	66	85	109	100	111	114	147	190	111	138	57	29	69	55	53	39	21	63	84	69	45	75	247
	29%	29%	28%	27%	26%	28%	29%	36%	27%	27%	32%	26%	29%	32%	32%	29%	31%	28%	25%	20%	33%	33%	26%	24%	25%	29%
Fairly unlikely	(2) 321	155	166	44	57	58	45	50	68	87	90	66	79	29	21	37	18	21	33	25	31	33	54	20	45	123
	16%	16%	16%	18%	17%	15%	13%	16%	16%	16%	15%	15%	17%	16%	23%	16%	10%	11%	21%	23%	16%	13%	21%	11%	15%	15%
Very unlikely	(1) 126	57	68	4	17	19	22	23	41	28	30	23	44	10	5	13	13	7	9	8	13	14	26	8	4	42
	6%	6%	7%	1%	5%	5%	6%	8%	10%	5%	5%	5%	9%	6%	6%	5%	7%	4%	5%	8%	7%	6%	10%	4%	1%	5%
SUM: Unlikely	447	213	235	47	73	76	67	74	110	115	120	89	123	39	27	50	31	28	41	33	44	47	80	27	50	165
	22%	21%	23%	19%	22%	20%	19%	24%	26%	21%	20%	21%	26%	22%	29%	21%	17%	15%	26%	30%	23%	18%	30%	15%	17%	20%
Don't know	92	44	49	31	14	14	10	9	14	14	23	30	24	5	2	15	15	11	5	6	10	11	3	10	13	43
	5%	4%	5%	13%	4%	4%	3%	3%	3%	3%	4%	7%	5%	3%	2%	6%	8%	6%	3%	6%	5%	4%	1%	5%	4%	5%
Mean	3.32	3.35	3.29	3.41	3.34	3.41	3.41	3.14	3.22	3.39	3.30	3.39	3.18	3.31	3.15	3.36	3.34	3.50	3.24	3.20	3.21	3.36	3.13	3.60	3.54	3.38
Standard deviation	1.10	1.10	1.10	1.06	1.09	1.08	1.12	1.05	1.16	1.08	1.04	1.13	1.18	1.11	1.10	1.11	1.09	1.00	1.07	1.19	1.09	1.07	1.16	1.07	0.99	1.08
Standard error	0.02	0.04	0.03	0.10	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.07	0.06	0.08	0.11	0.07	0.08	0.07	0.09	0.11	0.08	0.07	0.07	0.08	0.06	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 68

**Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Start cutting down how much energy you use**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	1432	626	806	151	244	278	247	209	303	384	426	288	334	127	68	175	124	132	113	78	125	175	185	129	210	579
	70%	63%	78%	62%	75%	72%	71%	68%	71%	70%	72%	67%	71%	72%	74%	73%	69%	70%	71%	72%	65%	68%	71%	70%	70%	69%
Very likely	(5) 470	192	278	47	84	91	79	65	104	121	134	87	128	42	22	68	43	45	40	25	36	58	49	42	50	187
	23%	19%	27%	19%	26%	23%	23%	21%	24%	22%	23%	20%	27%	24%	24%	29%	24%	25%	23%	19%	23%	19%	22%	17%	22%	
Fairly likely	(4) 962	434	528	104	160	187	168	144	200	262	292	201	207	85	46	106	81	88	73	53	89	116	137	88	160	391
	47%	43%	51%	42%	49%	48%	48%	47%	47%	48%	49%	47%	44%	48%	50%	44%	45%	47%	46%	49%	47%	45%	52%	47%	53%	46%
Neither likely nor unlikely	(3) 391	239	152	53	51	77	70	65	74	110	121	79	81	33	15	40	41	41	23	14	45	51	52	35	49	182
	19%	24%	15%	22%	16%	20%	20%	21%	17%	20%	20%	18%	17%	19%	17%	17%	23%	22%	15%	13%	23%	20%	20%	19%	16%	22%
Fairly unlikely	(2) 114	65	49	10	11	20	16	16	36	41	31	23	19	12	5	12	7	10	14	7	11	12	15	10	27	37
	6%	6%	5%	4%	3%	5%	6%	5%	8%	7%	5%	5%	4%	7%	6%	5%	4%	5%	9%	7%	6%	5%	6%	5%	9%	4%
Very unlikely	(1) 43	33	10	7	5	7	5	12	9	7	7	14	15	-	1	3	3	1	7	4	5	8	5	5	3	20
	2%	3%	1%	3%	1%	2%	2%	4%	2%	1%	1%	3%	3%	-	2%	1%	2%	1%	4%	4%	3%	3%	2%	3%	1%	2%
SUM: Unlikely	157	98	59	17	15	27	26	28	45	49	37	38	34	12	7	14	10	11	21	12	16	20	20	15	29	57
	8%	10%	6%	7%	5%	7%	7%	9%	10%	9%	6%	9%	7%	7%	7%	6%	6%	6%	13%	11%	8%	8%	8%	8%	10%	7%
Don't know	59	36	22	23	16	6	4	3	6	8	7	23	20	5	1	11	5	4	2	4	6	11	4	6	11	24
	3%	4%	2%	10%	5%	2%	1%	1%	2%	2%	1%	5%	4%	3%	2%	4%	3%	2%	1%	4%	3%	4%	1%	3%	4%	3%
Mean	3.86	3.71	4.00	3.79	3.99	3.88	3.86	3.78	3.84	3.83	3.88	3.80	3.92	3.91	3.91	3.99	3.87	3.89	3.80	3.84	3.76	3.84	3.81	3.84	3.79	3.84
Standard deviation	0.92	0.97	0.84	0.93	0.84	0.89	0.89	0.97	0.96	0.91	0.86	0.96	0.96	0.85	0.90	0.89	0.89	0.85	1.06	1.01	0.92	0.95	0.88	0.94	0.87	0.91
Standard error	0.02	0.03	0.03	0.09	0.05	0.04	0.05	0.05	0.05	0.03	0.04	0.06	0.04	0.06	0.09	0.06	0.07	0.06	0.09	0.10	0.07	0.06	0.05	0.07	0.05	0.03

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 69

**Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Seriously consider buying new, more energy-efficient appliances (such as energy efficient lightbulbs)**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
	Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	930	411	519	119	181	180	158	121	172	248	283	187	212	80	48	111	94	76	75	41	78	124	122	82	146	390
	46%	41%	50%	49%	56%	46%	45%	40%	40%	45%	48%	44%	45%	45%	52%	46%	52%	40%	47%	38%	41%	48%	46%	44%	49%	46%
Very likely	(5) 276	111	165	29	54	49	51	44	50	59	77	69	70	27	21	42	25	22	15	16	19	31	27	37	119	
	14%	11%	16%	12%	17%	13%	15%	14%	12%	11%	13%	16%	15%	15%	23%	18%	14%	12%	9%	15%	10%	12%	12%	15%	12%	14%
Fairly likely	(4) 654	300	354	90	127	131	107	77	122	189	206	118	141	53	27	69	69	54	60	25	60	93	90	54	109	271
	32%	30%	34%	37%	39%	34%	31%	25%	28%	34%	35%	28%	30%	30%	29%	29%	38%	29%	38%	23%	31%	36%	34%	29%	36%	32%
Neither likely nor unlikely	(3) 627	322	305	59	85	119	116	114	135	156	188	144	139	62	24	82	45	67	41	38	67	60	82	59	92	254
	31%	32%	29%	24%	26%	31%	33%	37%	31%	28%	32%	34%	30%	35%	26%	34%	25%	36%	26%	36%	35%	23%	31%	31%	31%	30%
Fairly unlikely	(2) 265	140	125	35	29	55	44	37	65	100	71	35	60	23	11	21	20	25	20	13	22	48	40	24	43	112
	13%	14%	12%	14%	9%	14%	13%	12%	15%	18%	12%	8%	13%	13%	12%	9%	11%	13%	12%	12%	11%	19%	15%	13%	14%	13%
Very unlikely	(1) 145	86	59	7	17	24	23	28	47	38	36	40	32	7	7	14	14	15	21	10	16	11	13	16	9	60
	7%	9%	6%	3%	5%	6%	7%	9%	11%	7%	6%	9%	7%	4%	8%	6%	8%	8%	13%	9%	8%	4%	5%	9%	3%	7%
SUM: Unlikely	411	227	184	42	46	79	67	65	112	137	107	75	91	30	18	35	34	39	41	23	38	59	53	40	51	172
	20%	23%	18%	17%	14%	21%	19%	21%	26%	25%	18%	18%	19%	17%	20%	15%	19%	21%	26%	21%	20%	23%	20%	21%	17%	20%
Don't know	71	39	32	25	14	9	6	6	11	9	13	22	27	6	1	11	7	6	2	6	8	13	5	6	11	26
	3%	4%	3%	10%	4%	2%	2%	2%	3%	2%	2%	5%	6%	3%	2%	5%	4%	3%	1%	6%	4%	5%	2%	3%	4%	3%
Mean	3.33	3.22	3.44	3.45	3.56	3.33	3.35	3.24	3.15	3.24	3.38	3.35	3.36	3.41	3.48	3.45	3.41	3.24	3.18	3.25	3.24	3.35	3.34	3.29	3.42	3.34
Standard deviation	1.10	1.11	1.08	1.01	1.05	1.08	1.09	1.13	1.16	1.09	1.06	1.16	1.12	1.04	1.21	1.09	1.12	1.09	1.18	1.16	1.07	1.08	1.05	1.15	0.99	1.11
Standard error	0.02	0.04	0.03	0.09	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.07	0.05	0.08	0.12	0.07	0.08	0.08	0.10	0.11	0.08	0.07	0.06	0.08	0.06	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 70

Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Install loft insulation

Absolutes/col percents

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	497	238	259	66	104	86	87	57	98	132	139	114	113	49	20	72	38	45	40	25	51	57	44	65	213	
	24%	24%	25%	27%	32%	22%	25%	19%	23%	24%	24%	27%	24%	27%	22%	30%	21%	24%	25%	23%	27%	22%	22%	24%	22%	25%
Very likely	(5) 205	92	113	20	36	26	40	27	55	47	42	62	53	20	7	33	14	17	16	11	17	18	31	20	22	81
	10%	9%	11%	8%	11%	7%	11%	9%	13%	9%	7%	15%	11%	11%	8%	14%	8%	9%	10%	10%	9%	7%	12%	11%	7%	10%
Fairly likely	(4) 292	146	146	45	68	59	47	30	43	84	97	51	59	29	13	38	24	28	24	13	34	39	26	24	43	132
	14%	15%	14%	19%	21%	15%	13%	10%	10%	15%	16%	12%	13%	16%	14%	16%	13%	15%	15%	12%	18%	15%	10%	13%	14%	16%
Neither likely nor unlikely	(3) 642	297	346	57	104	143	111	111	116	172	197	141	132	60	30	68	74	63	38	32	62	84	81	51	113	266
	32%	30%	33%	23%	32%	37%	32%	36%	27%	31%	33%	33%	28%	34%	33%	28%	41%	33%	24%	29%	33%	33%	31%	27%	38%	32%
Fairly unlikely	(2) 251	127	124	45	32	56	37	33	47	70	72	55	53	21	11	28	10	19	22	10	17	44	38	30	40	111
	12%	13%	12%	19%	10%	14%	11%	11%	11%	13%	12%	13%	11%	12%	12%	12%	6%	10%	14%	9%	9%	17%	15%	16%	13%	13%
Very unlikely	(1) 520	280	240	33	61	89	101	86	149	157	155	88	120	37	26	54	50	52	52	30	48	46	74	51	58	206
	25%	28%	23%	14%	19%	23%	29%	28%	35%	28%	26%	21%	26%	21%	28%	22%	28%	27%	33%	28%	25%	18%	28%	28%	19%	24%
SUM: Unlikely	771	407	364	79	93	146	138	119	196	227	227	143	173	57	37	82	61	71	73	41	66	90	112	81	98	317
	38%	41%	35%	32%	28%	38%	40%	39%	46%	41%	38%	33%	37%	32%	40%	34%	34%	37%	46%	38%	34%	35%	43%	44%	33%	38%
Don't know	129	58	71	43	25	13	10	19	18	20	28	30	51	12	5	18	7	10	7	11	12	26	12	9	24	46
	6%	6%	7%	18%	8%	3%	3%	6%	4%	4%	5%	7%	11%	7%	5%	8%	4%	5%	4%	10%	6%	10%	5%	5%	8%	5%
Mean	2.69	2.62	2.76	2.87	2.95	2.67	2.66	2.58	2.53	2.61	2.64	2.86	2.70	2.85	2.59	2.86	2.66	2.66	2.55	2.64	2.74	2.74	2.61	2.62	2.75	2.71
Standard deviation	1.31	1.31	1.30	1.23	1.27	1.20	1.35	1.28	1.41	1.30	1.25	1.33	1.36	1.29	1.28	1.36	1.26	1.30	1.38	1.36	1.30	1.18	1.34	1.34	1.18	1.29
Standard error	0.03	0.04	0.04	0.12	0.07	0.06	0.07	0.07	0.07	0.05	0.06	0.08	0.06	0.10	0.13	0.09	0.09	0.10	0.12	0.13	0.10	0.08	0.08	0.10	0.07	0.05

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 71

**Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Turn the TV & other appliances off, instead of leaving them on standby**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	1210	541	669	138	220	236	203	166	247	326	336	252	296	118	57	151	111	112	94	67	112	142	139	107	175	490
	59%	54%	64%	57%	68%	61%	58%	54%	58%	59%	57%	59%	63%	67%	62%	63%	62%	59%	60%	62%	59%	55%	53%	58%	58%	58%
Very likely	(5) 567	240	327	60	103	97	97	85	125	133	155	121	158	62	33	85	45	50	31	30	49	69	67	47	67	229
	28%	24%	31%	24%	32%	25%	28%	28%	29%	24%	26%	28%	34%	35%	36%	36%	25%	27%	20%	28%	26%	27%	26%	25%	22%	27%
Fairly likely	(4) 643	301	343	79	117	139	106	81	123	193	181	131	138	56	24	66	66	62	63	37	63	73	72	61	108	260
	32%	30%	33%	32%	36%	36%	31%	26%	29%	35%	31%	31%	30%	32%	26%	28%	37%	33%	40%	35%	33%	28%	28%	33%	36%	31%
Neither likely nor unlikely	(3) 499	248	251	51	63	97	94	90	104	129	175	93	102	39	22	47	40	49	38	27	53	55	82	48	87	218
	24%	25%	24%	21%	19%	25%	27%	29%	24%	23%	30%	22%	22%	22%	24%	19%	22%	26%	24%	25%	28%	21%	31%	26%	29%	26%
Fairly unlikely	(2) 135	85	49	25	12	24	22	22	30	47	38	29	20	12	8	18	7	7	16	2	7	28	21	9	18	61
	7%	9%	5%	10%	4%	6%	6%	7%	7%	9%	7%	7%	4%	7%	8%	8%	4%	4%	10%	2%	4%	11%	8%	5%	6%	7%
Very unlikely	(1) 121	81	40	1	14	22	24	22	38	37	32	28	23	3	2	11	17	15	8	7	11	14	15	17	9	46
	6%	8%	4%	*	4%	6%	7%	7%	9%	7%	5%	7%	5%	2%	2%	5%	10%	8%	5%	6%	6%	5%	6%	9%	3%	5%
SUM: Unlikely	255	166	90	26	26	46	46	44	68	84	71	57	43	15	10	30	24	22	24	9	18	42	37	25	27	107
	13%	17%	9%	11%	8%	12%	13%	14%	16%	15%	12%	13%	9%	8%	11%	12%	13%	12%	15%	8%	9%	16%	14%	14%	9%	13%
Don't know	74	45	30	29	16	8	4	6	10	11	10	25	28	6	4	12	5	6	2	5	9	18	4	5	12	28
	4%	4%	3%	12%	5%	2%	1%	2%	2%	2%	2%	6%	6%	3%	4%	5%	3%	3%	1%	5%	4%	7%	1%	3%	4%	3%
Mean	3.71	3.56	3.86	3.80	3.91	3.70	3.67	3.62	3.64	3.63	3.67	3.71	3.88	3.94	3.88	3.86	3.66	3.68	3.59	3.79	3.72	3.65	3.60	3.62	3.72	3.70
Standard deviation	1.14	1.20	1.05	0.99	1.05	1.10	1.16	1.18	1.23	1.15	1.11	1.17	1.11	1.02	1.09	1.16	1.19	1.16	1.08	1.10	1.08	1.18	1.13	1.18	0.99	1.12
Standard error	0.03	0.04	0.03	0.09	0.06	0.05	0.06	0.07	0.06	0.04	0.05	0.07	0.05	0.08	0.11	0.08	0.09	0.08	0.09	0.11	0.08	0.08	0.07	0.09	0.06	0.04

Energy

ONLINE Fieldwork : 13th - 16th May 2011

Table 72

**Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Install a smart meter/ energy monitor to track how much energy I use**

Absolutes/col percents

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	886	418	468	121	168	162	143	119	173	241	247	194	203	80	39	112	85	78	86	37	91	90	108	80	131	355
	43%	42%	45%	49%	52%	42%	41%	39%	40%	44%	42%	45%	43%	45%	43%	47%	47%	41%	54%	34%	48%	35%	41%	43%	44%	42%
Very likely	(5) 291	130	162	38	59	43	52	38	60	67	72	68	84	25	16	46	27	20	21	18	19	29	43	27	33	118
	14%	13%	16%	16%	18%	11%	15%	12%	14%	12%	12%	16%	18%	14%	17%	19%	15%	11%	13%	17%	10%	11%	16%	14%	11%	14%
Fairly likely	(4) 595	289	306	83	109	118	91	81	113	174	175	127	119	55	23	66	58	58	65	19	72	61	66	53	98	237
	29%	29%	29%	34%	33%	31%	26%	27%	26%	32%	30%	30%	25%	31%	25%	28%	32%	31%	41%	18%	37%	24%	25%	28%	33%	28%
Neither likely nor unlikely	(3) 571	284	286	45	83	124	111	85	123	136	187	113	134	44	30	67	44	52	37	30	50	77	83	56	71	262
	28%	28%	28%	18%	25%	32%	32%	28%	29%	25%	32%	26%	29%	25%	33%	28%	24%	28%	23%	27%	26%	30%	32%	30%	24%	31%
Fairly unlikely	(2) 281	141	140	43	33	53	45	39	68	91	80	56	54	33	11	29	15	30	18	17	21	44	39	24	54	109
	14%	14%	13%	18%	10%	14%	13%	13%	16%	16%	14%	13%	12%	19%	12%	12%	8%	16%	11%	16%	11%	17%	15%	13%	18%	13%
Very unlikely	(1) 203	105	98	8	23	34	36	49	53	61	55	46	41	13	8	25	22	15	16	13	24	24	24	18	28	78
	10%	11%	9%	3%	7%	9%	10%	16%	12%	11%	9%	11%	9%	7%	9%	10%	12%	8%	10%	12%	13%	9%	9%	10%	9%	9%
SUM: Unlikely	484	247	238	51	57	87	81	88	121	151	135	102	96	46	19	54	37	45	34	30	44	68	63	42	83	187
	24%	25%	23%	21%	17%	22%	23%	29%	28%	28%	23%	24%	20%	26%	21%	23%	21%	24%	21%	28%	23%	27%	24%	23%	28%	22%
Don't know	98	50	48	27	18	14	12	14	12	22	21	19	36	7	4	6	14	13	2	11	6	20	7	8	16	38
	5%	5%	5%	11%	6%	4%	3%	5%	3%	4%	4%	4%	8%	4%	4%	3%	8%	7%	1%	10%	3%	8%	3%	4%	5%	4%
Mean	3.25	3.21	3.30	3.46	3.48	3.23	3.23	3.07	3.15	3.18	3.23	3.28	3.35	3.27	3.31	3.33	3.32	3.22	3.37	3.11	3.23	3.12	3.25	3.26	3.19	3.26
Standard deviation	1.19	1.18	1.19	1.11	1.14	1.11	1.19	1.27	1.23	1.20	1.14	1.22	1.20	1.16	1.18	1.23	1.24	1.12	1.17	1.29	1.18	1.16	1.19	1.18	1.17	1.16
Standard error	0.03	0.04	0.04	0.10	0.06	0.05	0.06	0.07	0.06	0.04	0.05	0.08	0.06	0.09	0.12	0.08	0.10	0.08	0.10	0.13	0.09	0.08	0.07	0.09	0.07	0.04

Energy
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Table 73

Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Run the washing machine or tumble dryer at night when electricity is cheaper

Absolutes/col percents

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	970	433	537	117	198	213	157	121	163	235	276	217	242	86	50	114	72	95	91	44	96	128	117	77	159	410
	48%	43%	52%	48%	61%	55%	45%	40%	38%	43%	47%	51%	52%	49%	54%	48%	40%	50%	58%	40%	50%	50%	45%	41%	53%	49%
Very likely	(5) 389	151	238	43	77	77	73	51	67	93	102	88	105	36	18	57	24	35	41	18	36	36	56	32	50	164
	19%	15%	23%	18%	24%	20%	21%	17%	16%	17%	17%	21%	22%	20%	20%	24%	13%	19%	26%	16%	19%	14%	21%	17%	17%	19%
Fairly likely	(4) 581	282	299	74	121	136	85	70	95	142	174	129	137	51	32	58	48	60	50	26	60	92	61	45	109	246
	28%	28%	29%	30%	37%	35%	24%	23%	22%	26%	29%	30%	29%	29%	34%	24%	27%	32%	31%	24%	32%	36%	23%	24%	36%	29%
Neither likely nor unlikely	(3) 432	226	206	43	59	84	73	84	90	120	139	81	92	37	16	54	36	41	25	22	40	65	62	35	52	192
	21%	23%	20%	18%	18%	22%	21%	27%	21%	22%	24%	19%	20%	21%	18%	23%	20%	22%	16%	20%	21%	25%	24%	19%	17%	23%
Fairly unlikely	(2) 271	140	131	40	32	40	54	37	68	78	75	66	52	20	7	24	29	24	23	20	23	28	44	29	51	100
	13%	14%	13%	16%	10%	10%	15%	12%	16%	14%	13%	15%	11%	11%	7%	10%	16%	13%	14%	18%	12%	11%	17%	16%	17%	12%
Very unlikely	(1) 281	151	129	12	21	46	55	57	90	96	84	45	56	23	14	33	34	21	18	18	28	21	35	36	26	105
	14%	15%	12%	5%	7%	12%	16%	19%	21%	17%	14%	11%	12%	13%	15%	14%	19%	11%	11%	17%	14%	8%	13%	19%	9%	12%
SUM: Unlikely	552	291	261	52	53	86	108	94	158	174	159	111	108	43	21	57	62	46	41	38	51	50	79	65	77	204
	27%	29%	25%	21%	16%	22%	31%	31%	37%	32%	27%	26%	23%	25%	23%	24%	35%	24%	26%	35%	26%	19%	30%	35%	26%	24%
Don't know	85	49	36	32	16	4	8	7	18	21	18	19	27	11	5	14	9	7	2	5	5	13	5	10	12	35
	4%	5%	3%	13%	5%	1%	2%	2%	4%	4%	3%	4%	6%	6%	6%	6%	5%	4%	1%	4%	3%	5%	2%	5%	4%	4%
Mean	3.27	3.15	3.38	3.46	3.65	3.41	3.20	3.07	2.96	3.11	3.24	3.36	3.41	3.33	3.38	3.36	3.00	3.35	3.47	3.05	3.29	3.38	3.23	3.05	3.37	3.33
Standard deviation	1.32	1.30	1.32	1.17	1.16	1.26	1.37	1.34	1.39	1.35	1.29	1.29	1.31	1.32	1.35	1.35	1.35	1.27	1.33	1.36	1.32	1.14	1.33	1.40	1.22	1.29
Standard error	0.03	0.04	0.04	0.11	0.06	0.06	0.07	0.08	0.07	0.05	0.06	0.08	0.06	0.10	0.14	0.09	0.10	0.09	0.11	0.13	0.10	0.08	0.08	0.10	0.07	0.05

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 74

Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Turn heating/air conditioning off or down

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	1421	639	781	144	241	278	230	216	311	383	421	291	326	128	65	173	127	136	121	70	130	163	182	127	211	558
	70%	64%	75%	59%	74%	72%	66%	71%	73%	70%	71%	68%	70%	72%	70%	72%	71%	72%	77%	64%	68%	64%	69%	68%	70%	66%
Very likely	(5) 526	211	314	44	90	102	103	78	107	132	136	111	147	38	28	73	46	47	47	34	43	50	71	50	63	220
	26%	21%	30%	18%	28%	26%	30%	26%	25%	24%	23%	26%	31%	21%	30%	30%	25%	25%	30%	31%	22%	19%	27%	27%	21%	26%
Fairly likely	(4) 895	428	467	100	151	176	127	138	204	251	285	180	179	90	37	100	82	89	74	36	87	113	111	77	148	338
	44%	43%	45%	41%	46%	45%	37%	45%	48%	46%	48%	42%	38%	51%	40%	42%	45%	47%	47%	33%	46%	44%	42%	41%	49%	40%
Neither likely nor unlikely	(3) 339	188	151	39	42	64	64	62	68	90	101	69	79	24	9	37	28	27	19	23	45	48	50	30	45	148
	17%	19%	15%	16%	13%	17%	18%	20%	16%	16%	17%	16%	17%	14%	10%	16%	16%	14%	12%	21%	24%	19%	19%	16%	15%	18%
Fairly unlikely	(2) 136	75	61	31	15	21	22	16	31	40	37	32	27	10	14	10	13	13	12	6	5	23	15	15	22	63
	7%	8%	6%	13%	5%	5%	6%	5%	7%	7%	6%	7%	6%	5%	15%	4%	7%	7%	8%	5%	2%	9%	6%	8%	7%	7%
Very unlikely	(1) 85	62	23	9	15	18	17	9	17	28	18	22	18	11	3	9	7	7	4	5	10	9	11	9	12	42
	4%	6%	2%	4%	5%	5%	5%	3%	4%	5%	3%	5%	4%	6%	3%	4%	4%	4%	3%	5%	5%	4%	4%	5%	4%	5%
SUM: Unlikely	221	138	83	40	30	39	39	25	48	68	55	54	44	21	17	19	20	21	16	11	15	33	26	24	34	105
	11%	14%	8%	17%	9%	10%	11%	8%	11%	12%	9%	13%	9%	12%	18%	8%	11%	11%	10%	10%	8%	13%	10%	13%	11%	12%
Don't know	58	34	24	20	13	5	14	4	2	10	15	14	19	5	1	11	5	5	2	5	1	13	4	6	10	31
	3%	3%	2%	8%	4%	1%	4%	1%	*	2%	2%	3%	4%	3%	2%	5%	3%	3%	1%	4%	1%	5%	1%	3%	3%	4%
Mean	3.83	3.67	3.97	3.62	3.92	3.85	3.83	3.86	3.83	3.78	3.84	3.79	3.91	3.78	3.80	3.95	3.84	3.84	3.95	3.84	3.78	3.70	3.83	3.81	3.79	3.78
Standard deviation	1.03	1.10	0.95	1.08	1.02	1.03	1.10	0.96	1.01	1.06	0.96	1.09	1.04	1.05	1.14	1.00	1.02	1.02	0.99	1.11	1.00	1.02	1.03	1.08	1.00	1.09
Standard error	0.02	0.04	0.03	0.10	0.06	0.05	0.06	0.05	0.05	0.04	0.04	0.07	0.05	0.08	0.12	0.06	0.08	0.07	0.08	0.11	0.07	0.07	0.06	0.08	0.06	0.04

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 75

**Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Install a new, more efficient boiler**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
	Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	484	225	260	67	93	88	63	63	110	125	123	129	107	47	27	56	40	52	31	24	38	59	65	46	64	198
	24%	22%	25%	28%	29%	23%	18%	21%	26%	23%	21%	30%	23%	26%	29%	23%	22%	28%	20%	22%	20%	23%	25%	25%	21%	24%
Very likely	(5) 198	80	117	25	41	33	28	22	48	38	42	64	53	24	20	28	9	12	16	8	16	17	29	18	18	83
	10%	8%	11%	10%	13%	8%	8%	7%	11%	7%	7%	15%	11%	14%	22%	12%	5%	6%	10%	8%	8%	7%	11%	10%	6%	10%
Fairly likely	(4) 287	144	143	42	52	55	35	41	62	87	80	66	54	23	6	28	30	41	15	15	22	41	36	28	47	115
	14%	14%	14%	17%	16%	14%	10%	13%	15%	16%	14%	15%	11%	13%	7%	11%	17%	22%	10%	14%	12%	16%	14%	15%	16%	14%
Neither likely nor unlikely	590	273	318	60	100	102	118	99	112	148	185	115	143	45	28	95	49	46	38	27	55	76	78	54	90	258
(3) 29%	27%	31%	25%	31%	26%	34%	32%	26%	27%	31%	27%	30%	25%	30%	40%	27%	24%	24%	25%	29%	30%	30%	29%	30%	31%	
Fairly unlikely	(2) 362	194	169	57	47	72	68	47	71	99	121	76	66	36	13	26	31	35	36	11	50	47	44	34	57	155
	18%	19%	16%	23%	14%	19%	20%	15%	17%	18%	21%	18%	14%	20%	14%	11%	17%	18%	23%	10%	26%	18%	17%	18%	19%	18%
Very unlikely	(1) 503	264	239	31	66	114	81	85	125	153	138	87	125	41	20	52	50	45	44	39	41	59	66	46	70	191
	25%	26%	23%	13%	20%	29%	23%	28%	29%	28%	23%	20%	27%	23%	22%	22%	28%	24%	28%	36%	22%	23%	25%	25%	23%	23%
SUM: Unlikely	865	458	407	88	113	186	149	132	196	251	260	163	191	77	33	78	80	80	80	50	92	107	110	80	127	346
	42%	46%	39%	36%	35%	48%	43%	43%	46%	46%	44%	38%	41%	43%	36%	32%	45%	42%	51%	46%	48%	42%	42%	43%	42%	41%
Don't know	99	44	55	29	20	11	16	12	10	26	24	21	29	9	5	12	11	11	8	7	6	15	9	6	19	40
	5%	4%	5%	12%	6%	3%	5%	4%	2%	5%	4%	5%	6%	5%	5%	5%	6%	6%	5%	7%	3%	6%	3%	3%	6%	5%
Mean	2.65	2.56	2.73	2.88	2.85	2.52	2.58	2.55	2.61	2.54	2.59	2.86	2.65	2.72	2.93	2.80	2.52	2.66	2.48	2.44	2.57	2.63	2.68	2.66	2.59	2.68
Standard deviation	1.29	1.27	1.30	1.22	1.31	1.29	1.21	1.25	1.35	1.27	1.21	1.35	1.33	1.35	1.45	1.26	1.24	1.26	1.30	1.35	1.21	1.23	1.31	1.29	1.21	1.27
Standard error	0.03	0.04	0.04	0.11	0.07	0.06	0.06	0.07	0.07	0.05	0.06	0.08	0.06	0.10	0.15	0.08	0.09	0.09	0.11	0.13	0.09	0.08	0.08	0.10	0.07	0.05

Energy
ONLINE Fieldwork : 13th - 16th May 2011

Table 76

Q10. If your next energy bill is higher than you expect, how likely or unlikely would you be to do each of the following?
Make no changes at all

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2039	903	1136	133	345	428	365	326	442	794	493	266	483	181	99	245	182	192	140	112	182	236	280	190	310	777
Weighted Base	2039	999	1040	244	326	387	346	306	429	551	591	428	469	177	92	240	180	189	158	108	191	257	262	186	300	842
SUM: Likely	330	187	142	48	45	60	49	43	85	119	100	57	53	30	14	36	20	29	32	13	30	56	41	28	44	146
	16%	19%	14%	19%	14%	16%	14%	14%	20%	22%	17%	13%	11%	17%	15%	15%	11%	15%	20%	12%	16%	22%	16%	15%	15%	17%
Very likely	(5) 121	75	47	16	20	23	13	20	30	43	31	24	24	11	3	14	9	16	12	6	8	18	11	12	14	59
	6%	7%	4%	6%	6%	6%	4%	7%	7%	8%	5%	6%	5%	6%	4%	6%	5%	8%	8%	6%	4%	7%	4%	7%	5%	7%
Fairly likely	(4) 208	113	96	32	25	38	36	23	55	76	69	33	30	19	11	22	11	13	20	7	22	38	30	16	30	87
	10%	11%	9%	13%	8%	10%	10%	7%	13%	14%	12%	8%	6%	11%	12%	9%	6%	7%	13%	6%	12%	15%	11%	8%	10%	10%
Neither likely nor unlikely	576	298	278	72	78	114	87	97	129	149	173	119	136	44	22	67	50	43	45	31	63	79	89	41	74	236
(3) 28%	30%	27%	30%	24%	29%	25%	32%	30%	27%	29%	28%	29%	25%	24%	28%	28%	23%	29%	29%	33%	31%	34%	22%	25%	28%	
Fairly unlikely	(2) 339	158	181	39	57	64	57	56	65	94	107	70	68	25	20	33	27	45	23	19	40	36	35	38	66	137
	17%	16%	17%	16%	17%	17%	18%	15%	17%	18%	18%	16%	14%	14%	21%	14%	15%	24%	14%	17%	21%	14%	13%	21%	22%	16%
Very unlikely	(1) 680	298	382	62	123	130	139	94	133	160	195	151	175	64	32	94	74	62	49	36	50	67	88	66	96	277
	33%	30%	37%	25%	38%	34%	40%	31%	31%	29%	33%	35%	37%	36%	34%	39%	41%	33%	31%	33%	26%	26%	33%	35%	32%	33%
SUM: Unlikely	1019	456	563	101	180	194	196	150	198	254	302	221	242	89	51	126	100	106	71	55	89	103	122	104	162	415
	50%	46%	54%	41%	55%	50%	57%	49%	46%	46%	51%	52%	52%	50%	56%	53%	56%	56%	45%	51%	47%	40%	47%	56%	54%	49%
Don't know	114	58	56	24	24	19	14	16	18	29	17	31	37	13	4	10	9	11	9	9	8	18	9	13	20	45
	6%	6%	5%	10%	7%	5%	4%	5%	4%	5%	3%	7%	8%	8%	5%	4%	5%	6%	6%	8%	4%	7%	4%	7%	7%	5%
Mean	2.35	2.48	2.23	2.55	2.21	2.35	2.18	2.38	2.47	2.52	2.36	2.27	2.21	2.32	2.25	2.26	2.15	2.31	2.50	2.27	2.45	2.59	2.37	2.25	2.28	2.39
Standard deviation	1.24	1.27	1.20	1.24	1.24	1.23	1.20	1.21	1.27	1.29	1.21	1.22	1.20	1.29	1.18	1.25	1.21	1.26	1.30	1.20	1.15	1.26	1.20	1.25	1.18	1.26
Standard error	0.03	0.04	0.04	0.11	0.07	0.06	0.06	0.07	0.06	0.05	0.06	0.08	0.06	0.10	0.12	0.08	0.09	0.09	0.11	0.12	0.09	0.08	0.07	0.09	0.07	0.05