



BBC Breakfast – Energy Survey

METHODOLOGY NOTE

ComRes interviewed 1,000 GB adults by telephone between 11th and 13th April 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Home Energy Supplier Survey CATI Fieldwork : 11th-13th April 2014

Absolutes/col percents

Table 1
Q.1 Do you understand how your home energy supplier (gas and electricity) calculates your bill, or not?
Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1000	430	570	75	97	173	208	188	259	381	183	135	301	256	260	253	143	88
Weighted base	1000	490	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
Yes	548 55%	289 59%	259 51%	40 33%	100 62%	110 58%	98 58%	86 57%	115 55%	166 61%	150 52%	114 54%	118 51%	135 53%	149 57%	137 54%	68 47%	59 68%
No	436 44%	191 39%	245 48%	77 64%	60 38%	75 39%	69 41%	62 41%	93 44%	97 36%	136 47%	93 44%	109 47%	115 45%	111 42%	107 43%	75 52%	28 32%
Don't know	16 2%	10 2%	6 1%	3 3%	- -	6 3%	3 2%	2 1%	2 1%	7 3%	4 1%	2 1%	3 1%	5 2%	3 1%	7 3%	1 1%	* 1%

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Absolutes/col percents

Table 2

Q.2 In the past five years, have you done each of the following or not?

Changed either your home gas or electricity supplier

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1000	430	570	75	97	173	208	188	259	381	183	135	301	256	260	253	143	88
Weighted base	1000	490	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
Yes	445 45%	215 44%	230 45%	27 23%	78 49%	84 44%	91 54%	86 57%	80 38%	152 56%	128 44%	85 41%	79 34%	110 43%	117 44%	118 47%	62 43%	38 44%
No	514 51%	248 51%	267 52%	76 63%	80 50%	100 53%	73 43%	59 39%	126 60%	106 39%	153 53%	110 52%	145 63%	136 54%	138 52%	116 46%	76 53%	47 55%
Don't know	41 4%	27 5%	14 3%	17 14%	2 2%	6 3%	6 3%	5 4%	4 2%	12 4%	9 3%	14 7%	6 2%	8 3%	8 3%	17 7%	6 4%	1 1%

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Absolutes/col percents

Table 3

Q.2 In the past five years, have you done each of the following or not?

Decided NOT to switch your gas or electricity supplier because the amount you owed your current supplier was too high

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1000	430	570	75	97	173	208	188	259	381	183	135	301	256	260	253	143	88
Weighted base	1000	490	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
Yes	101 10%	43 9%	59 11%	8 7%	18 11%	21 11%	14 8%	16 11%	23 11%	23 8%	35 12%	21 10%	23 10%	27 10%	22 8%	20 8%	20 14%	13 14%
No	832 83%	406 83%	426 83%	86 72%	134 84%	159 84%	151 89%	124 82%	178 85%	233 86%	235 81%	169 81%	195 85%	214 84%	227 86%	204 81%	114 79%	72 82%
Don't know	67 7%	41 8%	26 5%	26 22%	8 5%	10 5%	4 3%	10 7%	9 4%	15 5%	21 7%	20 10%	12 5%	13 5%	14 5%	27 11%	10 7%	3 3%

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Absolutes/col percents

Table 4

Q.3 When you last switched your gas or electricity supplier, was the amount outstanding with the company you were leaving and closed your account with more than you expected, less than you expected, or about what you expected?

Base: All who changed either home gas or electricity supplier

	Gender		Age						Social Grade				Region					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	459	198	261	20	45	81	108	105	100	214	86	56	103	119	117	120	64	39
Weighted base	445	215	230	27	78	84	91	86	80	152	128	85	79	110	117	118	62	38
More than I expected	60 13%	27 13%	33 14%	1 4%	9 12%	17 21%	9 10%	16 19%	8 10%	20 13%	14 11%	15 18%	11 14%	18 17%	9 8%	20 17%	6 10%	6 16%
Less than I expected	30 7%	18 8%	12 5%	2 9%	4 6%	9 11%	8 9%	4 4%	2 3%	9 6%	7 6%	10 11%	4 5%	3 2%	9 8%	11 9%	4 6%	3 8%
About what I expected	301 68%	145 67%	157 68%	21 76%	57 73%	50 60%	60 66%	54 63%	60 75%	107 70%	93 72%	52 60%	50 63%	81 73%	82 70%	71 60%	45 73%	23 59%
Don't know/ Can't remember	54 12%	26 12%	28 12%	3 11%	7 10%	7 8%	14 15%	12 15%	10 13%	16 11%	15 12%	9 10%	14 18%	8 7%	17 15%	16 14%	7 11%	7 17%

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Table 5

Q.4 Do you agree or disagree with each of the following statements?

My energy supplier is generally efficient at dealing with my billing

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1000	430	570	75	97	173	208	188	259	381	183	135	301	256	260	253	143	88
Weighted base	1000	490	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
Agree	802 80%	376 77%	426 84%	79 66%	122 77%	152 80%	143 84%	118 79%	186 89%	222 82%	231 80%	161 77%	187 81%	206 81%	223 85%	190 76%	109 76%	74 85%
Disagree	125 12%	72 15%	53 10%	18 15%	27 17%	25 13%	21 12%	19 13%	15 7%	35 13%	38 13%	28 13%	24 10%	31 12%	25 10%	35 14%	24 17%	10 11%
Don't know	73 7%	42 9%	31 6%	23 19%	11 7%	13 7%	6 3%	13 8%	8 4%	13 5%	20 7%	21 10%	19 8%	17 7%	15 6%	26 10%	11 8%	3 4%

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Table 6

Q.4 Do you agree or disagree with each of the following statements?

Energy companies often seem to make tariffs unnecessarily complicated

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1000	430	570	75	97	173	208	188	259	381	183	135	301	256	260	253	143	88
Weighted base	1000	490	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
Agree	756 76%	360 74%	396 78%	62 52%	126 79%	144 76%	143 84%	123 82%	159 76%	203 75%	213 73%	154 73%	187 81%	194 76%	192 73%	190 76%	109 76%	71 82%
Disagree	169 17%	93 19%	77 15%	33 27%	24 15%	38 20%	20 12%	15 10%	38 18%	56 21%	50 17%	32 15%	32 14%	46 18%	57 22%	33 13%	24 16%	10 11%
Don't know	74 7%	37 8%	37 7%	25 21%	10 6%	8 4%	7 4%	12 8%	13 6%	11 4%	28 10%	24 11%	11 5%	14 5%	15 6%	28 11%	11 8%	6 7%

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Table 7

Q.4 Do you agree or disagree with each of the following statements?

I would recommend my energy supplier to friends

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1000	430	570	75	97	173	208	188	259	381	183	135	301	256	260	253	143	88
Weighted base	1000	490	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
Agree	593 59%	281 57%	312 61%	61 51%	111 69%	119 63%	93 55%	79 53%	131 62%	144 53%	177 61%	124 59%	148 64%	148 58%	157 59%	156 62%	82 57%	50 58%
Disagree	313 31%	145 30%	168 33%	34 28%	45 28%	57 30%	60 35%	56 37%	61 29%	100 37%	88 31%	65 31%	60 26%	85 33%	82 31%	72 29%	46 32%	28 33%
Don't know	93 9%	64 13%	30 6%	25 21%	4 3%	14 7%	17 10%	15 10%	18 9%	26 10%	24 8%	21 10%	22 10%	21 8%	25 10%	23 9%	15 11%	8 9%