

# Hill and Knowlton

## **METHODOLOGY NOTE**

ComRes interviewed 2050 GB adults online from the 5th to the 7th April 2013. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 1

**Q.S1 Are you responsible, either on your own or in part, for paying the energy bill for your home?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2050	995	1055	156	362	369	384	320	459	591	607	350	502	285	818
Weighted base	2050	1005	1045	244	345	345	365	304	446	548	568	447	487	284	864
Yes	1808	920	888	128	301	309	340	292	437	508	500	371	428	246	770
	88%	92%	85%	53%	87%	90%	93%	96%	98%	93%	88%	83%	88%	87%	89%
No	225	81	144	105	44	32	23	12	9	39	64	68	53	36	79
	11%	8%	14%	43%	13%	9%	6%	4%	2%	7%	11%	15%	11%	13%	9%
Don't know/ can't remember	17	4	13	10	1	4	3	-	-	1	4	7	6	2	15
	1%	*	1%	4%	*	1%	1%	-	-	*	1%	2%	1%	1%	2%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 1

**Q.S1 Are you responsible, either on your own or in part, for paying the energy bill for your home?**

**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	174	80	235	160	182	154	111	193	275	304	182
Weighted base	2050	185	82	226	185	185	144	103	205	267	287	185
Yes	1808 88%	166 90%	74 91%	200 89%	165 90%	160 86%	124 86%	98 95%	179 87%	234 88%	249 87%	159 86%
No	225 11%	18 10%	8 9%	25 11%	19 10%	23 12%	16 11%	5 5%	19 9%	31 12%	38 13%	23 13%
Don't know/ can't remember	17 1%	-	-	-	-	2 1%	4 3%	-	7 3%	2 1%	-	3 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 2

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

#### Summary

**Base: All respondents who are responsible for paying their energy bill**

	Statements					
	a) I always shop around for the best deal, having done my own research	b) I rely on recommendations from friends and family	c) I rely on recommendations in the media	d) I rely on information from advertising by suppliers	e) I'm happy with a good price even if it's not the cheapest price	f) I don't think that checking prices is worth it
Unweighted base	1868	1868	1868	1868	1868	1868
Weighted base	1808	1808	1808	1808	1808	1808
Applies to me	1579 87%	781 43%	518 29%	539 30%	1195 66%	267 15%
Does not apply to me	228 13%	1027 57%	1289 71%	1269 70%	612 34%	1540 85%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 3

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**a) I always shop around for the best deal, having done my own research**

**Base: All respondents who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1868	928	940	88	323	338	362	307	450	558	554	301	455	254	754
Weighted base	1808	920	888	128	301	309	340	292	437	508	500	371	428	246	770
Applies to me	1579	805	775	104	275	272	292	258	378	456	436	322	366	206	676
	87%	87%	87%	81%	91%	88%	86%	88%	87%	90%	87%	87%	85%	84%	88%
Does not apply to me	228	115	113	24	26	38	48	34	59	52	65	49	63	39	94
	13%	13%	13%	19%	9%	12%	14%	12%	13%	10%	13%	13%	15%	16%	12%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 3

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**a) I always shop around for the best deal, having done my own research**

**Base: All respondents who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1868	159	74	217	145	160	141	106	178	249	275	164
Weighted base	1808	166	74	200	165	160	124	98	179	234	249	159
Applies to me	1579 87%	136 82%	65 87%	164 82%	148 90%	151 95%	112 91%	92 94%	163 91%	193 83%	219 88%	135 85%
Does not apply to me	228 13%	30 18%	9 13%	36 18%	17 10%	9 5%	12 9%	6 6%	16 9%	41 17%	30 12%	24 15%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 4

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**b) I rely on recommendations from friends and family**

**Base: All respondents who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1868	928	940	88	323	338	362	307	450	558	554	301	455	254	754
Weighted base	1808	920	888	128	301	309	340	292	437	508	500	371	428	246	770
Applies to me	781	387	394	74	171	168	127	93	148	222	210	166	181	121	374
	43%	42%	44%	58%	57%	54%	37%	32%	34%	44%	42%	45%	42%	49%	49%
Does not apply to me	1027	533	494	55	130	141	213	200	288	286	290	205	247	125	396
	57%	58%	56%	42%	43%	46%	63%	68%	66%	56%	58%	55%	58%	51%	51%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 4

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**b) I rely on recommendations from friends and family**

**Base: All respondents who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1868	159	74	217	145	160	141	106	178	249	275	164
Weighted base	1808	166	74	200	165	160	124	98	179	234	249	159
Applies to me	781 43%	70 42%	29 38%	83 41%	71 43%	77 48%	56 45%	46 48%	73 41%	105 45%	112 45%	59 37%
Does not apply to me	1027 57%	96 58%	46 62%	117 59%	94 57%	83 52%	68 55%	51 52%	106 59%	129 55%	137 55%	100 63%



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 5

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**c) I rely on recommendations in the media**

**Base: All respondents who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1868	928	940	88	323	338	362	307	450	558	554	301	455	254	754
Weighted base	1808	920	888	128	301	309	340	292	437	508	500	371	428	246	770
Applies to me	518	285	234	51	119	93	92	55	108	173	148	94	104	89	244
	29%	31%	26%	40%	39%	30%	27%	19%	25%	34%	30%	25%	24%	36%	32%
Does not apply to me	1289	635	654	77	182	216	248	237	328	335	353	277	324	157	526
	71%	69%	74%	60%	61%	70%	73%	81%	75%	66%	70%	75%	76%	64%	68%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 5

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**c) I rely on recommendations in the media**

**Base: All respondents who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1868	159	74	217	145	160	141	106	178	249	275	164
Weighted base	1808	166	74	200	165	160	124	98	179	234	249	159
Applies to me	518 29%	46 28%	21 28%	59 30%	38 23%	46 29%	35 28%	35 36%	51 28%	88 37%	60 24%	40 25%
Does not apply to me	1289 71%	120 72%	53 72%	141 70%	127 77%	113 71%	89 72%	63 64%	128 72%	146 63%	189 76%	119 75%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 6

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**d) I rely on information from advertising by suppliers**

**Base: All respondents who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1868	928	940	88	323	338	362	307	450	558	554	301	455	254	754
Weighted base	1808	920	888	128	301	309	340	292	437	508	500	371	428	246	770
Applies to me	539	289	249	52	131	103	99	72	81	153	163	97	126	86	258
	30%	31%	28%	41%	44%	33%	29%	25%	19%	30%	33%	26%	29%	35%	33%
Does not apply to me	1269	630	639	76	169	206	241	220	356	355	337	274	303	160	512
	70%	69%	72%	59%	56%	67%	71%	75%	81%	70%	67%	74%	71%	65%	67%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 6

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**d) I rely on information from advertising by suppliers**

**Base: All respondents who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1868	159	74	217	145	160	141	106	178	249	275	164
Weighted base	1808	166	74	200	165	160	124	98	179	234	249	159
Applies to me	539 30%	49 30%	17 23%	55 27%	52 32%	62 39%	36 29%	34 35%	41 23%	81 35%	73 30%	38 24%
Does not apply to me	1269 70%	117 70%	57 77%	145 73%	113 68%	98 61%	88 71%	64 65%	138 77%	153 65%	176 70%	121 76%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 7

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**e) I'm happy with a good price even if it's not the cheapest price**

**Base: All respondents who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1868	928	940	88	323	338	362	307	450	558	554	301	455	254	754
Weighted base	1808	920	888	128	301	309	340	292	437	508	500	371	428	246	770
Applies to me	1195	603	592	75	198	205	215	195	307	351	341	244	260	176	481
	66%	66%	67%	59%	66%	66%	63%	67%	70%	69%	68%	66%	61%	72%	62%
Does not apply to me	612	316	296	53	103	105	125	98	129	157	160	127	168	69	289
	34%	34%	33%	41%	34%	34%	37%	33%	30%	31%	32%	34%	39%	28%	38%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 7

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**e) I'm happy with a good price even if it's not the cheapest price**

**Base: All respondents who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1868	159	74	217	145	160	141	106	178	249	275	164
Weighted base	1808	166	74	200	165	160	124	98	179	234	249	159
Applies to me	1195	118	49	122	120	103	69	55	135	149	168	107
	66%	71%	66%	61%	72%	64%	56%	56%	76%	64%	68%	67%
Does not apply to me	612	48	25	78	46	57	54	43	44	85	81	52
	34%	29%	34%	39%	28%	36%	44%	44%	24%	36%	32%	33%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 8

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**f) I don't think that checking prices is worth it**

**Base: All respondents who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1868	928	940	88	323	338	362	307	450	558	554	301	455	254	754
Weighted base	1808	920	888	128	301	309	340	292	437	508	500	371	428	246	770
Applies to me	267	157	110	25	56	47	42	31	67	66	76	57	68	42	118
	15%	17%	12%	19%	18%	15%	12%	11%	15%	13%	15%	15%	16%	17%	15%
Does not apply to me	1540	763	778	104	245	262	298	261	370	442	425	314	360	204	652
	85%	83%	88%	81%	82%	85%	88%	89%	85%	87%	85%	85%	84%	83%	85%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 8

**Q.1 Thinking about when you purchase products or services, would you say that each of the following statements applies to you, or does not apply to you?**

**f) I don't think that checking prices is worth it**

**Base: All respondents who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1868	159	74	217	145	160	141	106	178	249	275	164
Weighted base	1808	166	74	200	165	160	124	98	179	234	249	159
Applies to me	267 15%	30 18%	10 14%	39 19%	17 10%	21 13%	18 14%	16 16%	21 12%	42 18%	41 17%	14 9%
Does not apply to me	1540 85%	136 82%	64 86%	161 81%	149 90%	138 87%	106 86%	82 84%	158 88%	192 82%	208 83%	145 91%



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 9

**Q.2 Does your home use gas, electricity or both?****Base: All respondents who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1868	928	940	88	323	338	362	307	450	558	554	301	455	254	754
Weighted base	1808	920	888	128	301	309	340	292	437	508	500	371	428	246	770
NET: Gas	1524	762	761	108	253	266	292	235	369	430	423	309	362	211	642
	84%	83%	86%	84%	84%	86%	86%	80%	84%	85%	84%	83%	84%	86%	83%
NET: Electricity	1796	909	887	125	294	309	340	292	435	504	496	367	428	242	762
	99%	99%	100%	98%	98%	100%	100%	100%	100%	99%	99%	99%	100%	98%	99%
Gas	6	5	1	1	4	-	-	-	-	2	1	2	-	2	3
	*	1%	*	1%	1%	-	-	-	-	*	*	1%	-	1%	*
Electricity	278	151	127	18	45	43	48	58	66	76	75	60	67	33	123
	15%	16%	14%	14%	15%	14%	14%	20%	15%	15%	15%	16%	16%	14%	16%
Both gas and electricity	1518	758	760	107	249	266	292	235	369	428	422	307	362	208	639
	84%	82%	86%	83%	83%	86%	86%	80%	84%	84%	84%	83%	84%	85%	83%
Neither	3	3	-	-	1	-	-	-	2	-	2	1	-	-	3
	*	*	-	-	*	-	-	-	*	-	*	*	-	-	*
Don't know/ can't remember	3	3	-	2	1	-	-	-	-	2	1	-	-	2	1
	*	*	-	1%	*	-	-	-	-	*	*	-	-	1%	*

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 9

**Q.2 Does your home use gas, electricity or both?****Base: All respondents who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1868	159	74	217	145	160	141	106	178	249	275	164
Weighted base	1808	166	74	200	165	160	124	98	179	234	249	159
NET: Gas	1524 84%	125 75%	68 92%	176 88%	151 91%	142 89%	105 84%	79 81%	131 73%	202 86%	216 87%	127 80%
NET: Electricity	1796 99%	165 99%	74 100%	200 100%	165 99%	158 99%	124 100%	96 98%	179 100%	227 97%	249 100%	159 100%
Gas	6 *	- -	- -	- -	1 1%	- -	- -	- -	- -	5 2%	- -	- -
Electricity	278 15%	40 24%	6 8%	24 12%	15 9%	17 10%	19 16%	17 17%	48 27%	30 13%	33 13%	31 20%
Both gas and electricity	1518 84%	125 75%	68 92%	176 88%	150 91%	142 89%	105 84%	79 81%	131 73%	197 84%	216 87%	127 80%
Neither	3 *	1 1%	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -
Don't know/ can't remember	3 *	- -	- -	- -	- -	1 1%	- -	- -	- -	2 1%	- -	- -

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 10

**Q.3 Do any of the people in your household, including yourself, belong to any of the following groups?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
NET: Any	903	441	462	44	83	84	93	172	427	256	211	166	270	62	154
	50%	48%	52%	35%	28%	27%	27%	59%	98%	51%	42%	45%	63%	26%	20%
Pensioners	628	314	314	9	15	15	28	136	426	220	169	111	128	34	86
	35%	34%	35%	7%	5%	5%	8%	47%	98%	43%	34%	30%	30%	14%	11%
Unemployed	286	127	159	36	65	66	62	39	18	38	51	57	140	25	62
	16%	14%	18%	29%	22%	21%	18%	13%	4%	7%	10%	16%	33%	10%	8%
Housebound (unable to leave the home without assistance)	83	34	50	-	14	13	18	26	12	9	12	18	45	12	12
	5%	4%	6%	-	5%	4%	5%	9%	3%	2%	2%	5%	10%	5%	2%
None of the above	899	472	427	83	216	225	247	120	8	250	286	204	159	182	611
	50%	52%	48%	65%	72%	73%	73%	41%	2%	49%	58%	55%	37%	74%	80%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 10

**Q.3 Do any of the people in your household, including yourself, belong to any of the following groups?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
NET: Any	903 50%	86 52%	40 54%	103 51%	90 54%	76 48%	52 42%	48 50%	95 53%	95 41%	129 52%	88 55%
Pensioners	628 35%	61 37%	24 33%	63 32%	58 35%	51 32%	38 30%	30 32%	74 41%	68 29%	88 35%	73 46%
Unemployed	286 16%	27 16%	16 22%	36 18%	37 22%	23 14%	20 16%	17 18%	24 14%	28 12%	38 15%	19 12%
Housebound (unable to leave the home without assistance)	83 5%	9 5%	4 5%	14 7%	8 5%	8 5%	1 1%	7 7%	6 3%	12 5%	13 5%	1 1%
None of the above	899 50%	78 48%	34 46%	98 49%	76 46%	82 52%	72 58%	48 50%	84 47%	137 59%	120 48%	71 45%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 11

**Q.4 How many bedrooms are there in your home?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
1	167 9%	84 9%	84 9%	14 11%	39 13%	42 14%	26 8%	20 7%	26 6%	42 8%	48 10%	24 7%	53 12%	19 8%	94 12%
2	523 29%	236 26%	287 32%	43 34%	113 38%	90 29%	93 27%	70 24%	114 26%	113 22%	154 31%	114 31%	143 33%	66 27%	240 31%
3	780 43%	411 45%	369 42%	42 33%	115 39%	138 45%	161 47%	130 44%	194 45%	217 43%	211 43%	168 45%	184 43%	121 49%	311 41%
4	280 16%	145 16%	135 15%	21 17%	25 8%	37 12%	52 15%	59 20%	86 20%	118 23%	72 15%	49 13%	41 9%	35 14%	98 13%
5 or more	51 3%	38 4%	14 2%	6 5%	7 2%	2 1%	8 2%	14 5%	15 3%	17 3%	12 2%	14 4%	9 2%	3 1%	23 3%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 11

**Q.4 How many bedrooms are there in your home?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
1	167 9%	15 9%	3 4%	12 6%	7 4%	19 12%	7 5%	6 6%	14 8%	47 20%	24 10%	14 9%
2	523 29%	61 37%	26 36%	56 28%	51 31%	30 19%	36 29%	27 28%	60 33%	68 29%	74 30%	34 22%
3	780 43%	61 37%	28 38%	79 40%	80 48%	82 52%	56 45%	41 43%	68 38%	90 39%	119 48%	75 47%
4	280 16%	23 14%	16 21%	48 24%	22 13%	24 15%	21 17%	19 19%	35 19%	24 10%	26 11%	23 15%
5 or more	51 3%	4 3%	1 1%	5 2%	6 4%	3 2%	5 4%	4 4%	2 1%	3 1%	6 2%	13 8%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 12

**Q.5 Does your home have any of the following?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
NET: Any	1749	890	859	118	276	298	334	290	433	492	483	352	422	235	736
	97%	97%	97%	93%	93%	96%	98%	99%	100%	97%	97%	95%	99%	96%	96%
Central heating	1603	807	796	96	244	273	308	269	412	459	440	320	384	217	655
	89%	88%	90%	76%	82%	88%	91%	92%	95%	91%	88%	86%	90%	89%	86%
Double glazing	1550	788	762	99	227	255	301	258	411	446	423	308	373	201	630
	86%	86%	86%	78%	76%	82%	88%	88%	94%	88%	85%	83%	87%	82%	82%
Loft insulation	1292	685	607	60	149	194	262	246	381	381	358	260	292	164	489
	72%	75%	68%	48%	50%	63%	77%	84%	88%	75%	72%	70%	68%	67%	64%
Cavity wall insulation	830	445	385	37	84	122	166	160	261	243	213	168	206	105	282
	46%	49%	43%	29%	28%	39%	49%	55%	60%	48%	43%	45%	48%	43%	37%
Smart meter	162	88	73	15	32	29	30	21	34	45	41	39	37	28	72
	9%	10%	8%	12%	11%	9%	9%	7%	8%	9%	8%	10%	9%	11%	9%
Solar panels	90	52	38	5	9	12	15	9	39	35	25	18	12	3	32
	5%	6%	4%	4%	3%	4%	4%	3%	9%	7%	5%	5%	3%	1%	4%
None of the above	36	20	16	3	14	9	6	2	2	9	8	14	5	8	21
	2%	2%	2%	3%	5%	3%	2%	1%	*	2%	2%	4%	1%	3%	3%
Don't know/ can't remember	16	3	13	5	8	3	-	-	-	6	6	3	1	1	8
	1%	*	1%	4%	3%	1%	-	-	-	1%	1%	1%	*	*	1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 12

**Q.5 Does your home have any of the following?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
NET: Any	1749 97%	160 97%	73 98%	194 97%	165 100%	155 98%	121 97%	95 99%	175 98%	219 94%	238 96%	155 98%
Central heating	1603 89%	149 90%	68 92%	169 84%	156 94%	145 92%	113 91%	91 95%	161 90%	195 84%	220 88%	138 87%
Double glazing	1550 86%	147 89%	64 86%	174 87%	156 94%	139 88%	115 93%	86 89%	160 89%	172 74%	203 81%	135 85%
Loft insulation	1292 72%	108 65%	59 80%	150 75%	134 81%	119 75%	102 83%	72 75%	137 76%	109 47%	177 71%	125 79%
Cavity wall insulation	830 46%	49 29%	49 66%	103 52%	82 50%	75 47%	74 59%	57 59%	97 54%	52 22%	112 45%	81 51%
Smart meter	162 9%	21 13%	6 9%	20 10%	16 9%	18 12%	15 12%	7 7%	8 4%	21 9%	18 7%	13 8%
Solar panels	90 5%	5 3%	2 2%	6 3%	9 5%	6 4%	8 7%	6 6%	10 6%	10 4%	12 5%	14 9%
None of the above	36 2%	- -	* *	5 3%	- -	4 2%	1 1%	1 1%	2 1%	11 5%	10 4%	2 2%
Don't know/ can't remember	16 1%	5 3%	1 2%	1 *	- -	- -	2 2%	- -	2 1%	3 1%	1 1%	1 1%



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 13

**Q.6 What is the name of your gas supplier?****Base: All respondents with a gas supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1574	776	798	71	273	286	310	251	383	476	466	250	382	218	629
Weighted base	1524	762	761	108	253	266	292	235	369	430	423	309	362	211	642
British Gas	479	258	221	52	79	89	92	75	91	136	116	111	116	69	215
	31%	34%	29%	48%	31%	33%	32%	32%	25%	32%	28%	36%	32%	33%	33%
EDF	208	94	113	6	46	38	36	20	62	61	62	43	42	25	82
	14%	12%	15%	6%	18%	14%	12%	8%	17%	14%	15%	14%	12%	12%	13%
Eon	199	90	109	15	22	35	39	32	57	45	59	38	57	31	77
	13%	12%	14%	14%	9%	13%	13%	14%	15%	11%	14%	12%	16%	15%	12%
Npower	178	78	100	7	40	34	41	27	31	45	52	33	48	23	83
	12%	10%	13%	6%	16%	13%	14%	11%	8%	10%	12%	11%	13%	11%	13%
Scottish Power	159	75	84	5	23	25	30	30	45	53	46	22	39	26	59
	10%	10%	11%	5%	9%	10%	10%	13%	12%	12%	11%	7%	11%	12%	9%
Southern Electric	73	32	41	6	8	11	15	18	15	20	23	21	9	7	37
	5%	4%	5%	5%	3%	4%	5%	8%	4%	5%	5%	7%	3%	4%	6%
First Utility	28	16	12	1	-	6	7	7	7	8	11	6	4	8	5
	2%	2%	2%	1%	-	2%	2%	3%	2%	2%	3%	2%	1%	4%	1%
Atlantic	25	22	3	2	3	4	7	2	8	13	2	6	4	4	12
	2%	3%	*	1%	1%	1%	2%	1%	2%	3%	1%	2%	1%	2%	2%
Scottish Hydro	22	10	12	1	4	5	4	3	5	5	7	-	10	3	8
	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	-	3%	1%	1%
Utility Warehouse	21	11	9	-	4	3	3	3	8	9	6	3	4	2	9
	1%	1%	1%	-	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
SWALEC	20	10	11	1	8	2	4	1	3	4	3	7	6	3	11
	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%
SSE	19	12	6	5	3	1	1	4	5	5	8	2	4	1	6
	1%	2%	1%	4%	1%	*	*	2%	1%	1%	2%	1%	1%	*	1%
Co-operative Energy	18	11	7	-	3	1	2	2	9	8	5	2	2	5	4
	1%	1%	1%	-	1%	1%	1%	1%	3%	2%	1%	1%	1%	2%	1%
Ebico	14	9	6	3	3	2	4	3	1	3	3	4	4	1	9
	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%
M&S Energy	13	5	8	-	-	3	1	2	7	6	2	3	1	1	4
	1%	1%	1%	-	-	1%	*	1%	2%	1%	1%	1%	*	*	1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 13

**Q.6 What is the name of your gas supplier?****Base: All respondents with a gas supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1524	762	761	108	253	266	292	235	369	430	423	309	362	211	642
Sainsbury's Energy	12 1%	6 1%	6 1%	- -	2 1%	2 1%	2 1%	2 1%	3 1%	3 1%	3 1%	4 1%	2 1%	1 *	6 1%
Ovo Energy	12 1%	9 1%	3 *	- -	- -	3 1%	1 *	1 *	8 2%	4 1%	4 1%	- -	4 1%	- -	2 *
Ecotricity	5 *	4 1%	1 *	2 2%	1 *	- -	2 1%	- -	- -	1 *	2 1%	- -	2 1%	1 *	5 1%
Spark Energy	4 *	4 *	1 *	1 1%	- -	- -	1 *	- -	3 1%	1 *	1 *	2 1%	1 *	- -	2 *
Utilita	3 *	- -	3 *	- -	1 *	2 1%	- -	- -	- -	- -	1 *	1 *	1 *	1 1%	1 *
Calor Gas	3 *	2 *	1 *	- -	1 *	- -	1 *	* *	1 *	1 *	2 1%	- -	- -	1 1%	1 *
Other LPG supplier (non specific)	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -
Stay Warm	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -
Don't know/ can't remember	5 *	2 *	3 *	1 1%	2 1%	- -	1 *	1 *	- -	1 *	2 *	1 *	1 *	- -	4 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 13

**Q.6 What is the name of your gas supplier?****Base: All respondents with a gas supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1574	120	67	193	135	140	120	84	129	216	241	129
Weighted base	1524	125	68	176	151	142	105	79	131	202	216	127
British Gas	479 31%	41 33%	12 17%	64 36%	51 34%	44 31%	25 24%	25 31%	40 30%	75 37%	66 31%	36 28%
EDF	208 14%	12 9%	16 23%	17 9%	23 16%	19 13%	11 10%	3 3%	19 15%	38 19%	30 14%	20 16%
Eon	199 13%	17 13%	9 13%	19 11%	23 15%	25 17%	18 17%	5 7%	21 16%	20 10%	24 11%	18 14%
Npower	178 12%	5 4%	13 19%	26 15%	22 14%	21 15%	20 19%	13 16%	13 10%	19 9%	16 7%	12 9%
Scottish Power	159 10%	22 17%	4 6%	26 15%	14 9%	14 10%	10 9%	5 7%	13 10%	11 5%	27 12%	14 11%
Southern Electric	73 5%	- -	4 5%	8 4%	1 1%	6 4%	4 4%	1 2%	4 3%	14 7%	22 10%	10 8%
First Utility	28 2%	- -	1 1%	4 3%	5 3%	3 2%	2 2%	1 1%	3 2%	- -	6 3%	4 3%
Atlantic	25 2%	3 2%	- -	3 2%	4 3%	1 1%	2 2%	- -	1 1%	4 2%	3 2%	5 4%
Scottish Hydro	22 1%	22 18%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Utility Warehouse	21 1%	- -	- -	2 1%	- -	1 *	1 1%	1 1%	2 2%	1 1%	9 4%	4 3%
SWALEC	20 1%	- -	- -	- -	- -	- -	- -	19 24%	1 1%	- -	1 *	- -
SSE	19 1%	1 1%	2 3%	- -	4 3%	3 2%	4 4%	- -	1 1%	2 1%	1 *	1 1%
Co-operative Energy	18 1%	2 1%	* 1%	3 1%	1 1%	1 1%	1 1%	1 1%	2 2%	3 2%	1 *	3 2%
Ebico	14 1%	- -	3 4%	2 1%	1 *	- -	2 2%	1 1%	3 2%	3 1%	- -	- -
M&S Energy	13 1%	1 1%	1 1%	- -	1 1%	1 1%	1 1%	- -	2 2%	3 2%	2 1%	1 *

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 13

**Q.6 What is the name of your gas supplier?****Base: All respondents with a gas supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1524	125	68	176	151	142	105	79	131	202	216	127
Sainsbury's Energy	12 1%	-	-	1 1%	-	1 1%	-	3 4%	* *	2 1%	3 1%	1 1%
Ovo Energy	12 1%	-	3 4%	-	-	2 2%	-	-	4 3%	2 1%	-	-
Ecotricity	5 *	-	1 1%	-	1 *	-	2 2%	-	-	1 1%	-	-
Spark Energy	4 *	-	-	-	-	-	-	2 2%	-	-	2 1%	1 1%
Utilita	3 *	-	-	1 1%	-	-	-	-	-	1 1%	1 *	-
Calor Gas	3 *	2 2%	-	-	-	-	* *	-	1 1%	-	-	-
Other LPG supplier (non specific)	1 *	-	1 1%	-	-	-	-	1 1%	-	-	-	-
Stay Warm	1 *	-	-	-	-	-	1 1%	-	-	-	-	-
Don't know/ can't remember	5 *	-	-	1 1%	-	-	-	-	1 1%	1 *	2 1%	-

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 14

**Q.6 What is the name of your electricity supplier?****Base: All respondents with an electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1860	921	939	86	318	338	362	307	449	555	551	299	455	251	749
Weighted base	1796	909	887	125	294	309	340	292	435	504	496	367	428	242	762
British Gas	412	222	190	45	72	75	80	63	77	114	104	85	108	61	185
	23%	24%	21%	36%	25%	24%	23%	21%	18%	23%	21%	23%	25%	25%	24%
EDF	302	139	162	15	53	55	60	34	84	81	86	70	65	37	130
	17%	15%	18%	12%	18%	18%	18%	12%	19%	16%	17%	19%	15%	15%	17%
Eon	262	132	130	17	39	42	52	45	68	62	75	58	67	37	110
	15%	15%	15%	13%	13%	14%	15%	15%	16%	12%	15%	16%	16%	15%	14%
Npower	218	100	119	13	46	39	41	33	46	58	62	40	58	25	97
	12%	11%	13%	11%	16%	13%	12%	11%	11%	12%	12%	11%	14%	10%	13%
Scottish Power	216	107	109	5	28	36	40	46	61	66	62	38	51	36	79
	12%	12%	12%	4%	9%	12%	12%	16%	14%	13%	12%	10%	12%	15%	10%
Southern Electric	103	53	50	3	13	23	20	21	23	31	28	25	19	9	53
	6%	6%	6%	2%	4%	7%	6%	7%	5%	6%	6%	7%	4%	4%	7%
Scottish Hydro	37	13	24	1	5	7	9	7	9	11	12	2	12	7	12
	2%	1%	3%	1%	2%	2%	3%	2%	2%	2%	2%	1%	3%	3%	2%
SWALEC	32	15	17	1	9	5	6	6	5	8	5	8	11	3	13
	2%	2%	2%	1%	3%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%
Co-operative Energy	29	15	14	4	4	3	2	6	9	10	9	8	2	5	12
	2%	2%	2%	3%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%
First Utility	28	16	12	1	-	6	7	7	7	8	11	6	4	8	5
	2%	2%	1%	1%	-	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%
SSE	23	15	8	7	3	1	2	5	5	6	8	2	7	1	8
	1%	2%	1%	6%	1%	*	1%	2%	1%	1%	2%	1%	2%	*	1%
Utility Warehouse	22	11	11	1	4	3	3	3	8	9	6	3	5	2	9
	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
Atlantic	20	17	3	*	1	2	5	2	9	11	4	4	2	4	5
	1%	2%	*	*	*	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%
Ovo Energy	17	14	3	-	1	3	2	4	8	7	4	2	4	1	3
	1%	2%	*	-	*	1%	1%	1%	2%	1%	1%	1%	1%	*	*
M&S Energy	16	6	10	1	-	3	1	3	8	6	4	4	2	1	6
	1%	1%	1%	1%	-	1%	*	1%	2%	1%	1%	1%	*	*	1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 14

**Q.6 What is the name of your electricity supplier?****Base: All respondents with an electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1796	909	887	125	294	309	340	292	435	504	496	367	428	242	762
Sainsbury's Energy	13 1%	7 1%	6 1%	- -	2 1%	2 1%	2 1%	4 1%	3 1%	4 1%	3 1%	4 1%	2 1%	1 *	7 1%
Ebico	12 1%	9 1%	4 *	3 2%	3 1%	2 1%	4 1%	1 *	1 *	3 1%	3 1%	4 1%	2 1%	1 *	9 1%
Utilita	5 *	- -	5 1%	- -	4 1%	1 *	- -	- -	- -	- -	4 1%	- -	2 *	1 1%	3 *
Spark Energy	4 *	4 *	1 *	1 1%	- -	- -	1 *	- -	3 1%	1 *	1 *	2 1%	1 *	- -	2 *
Ecotricity	3 *	2 *	1 *	- -	1 *	- -	2 *	- -	- -	1 *	2 *	- -	- -	1 *	2 *
Good Energy	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Airtricity	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Power NI	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
LoCO2	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *
Stay Warm	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -
Other answers	4 *	3 *	2 *	- -	- -	- -	* *	3 1%	1 *	* *	3 1%	1 *	- -	- -	2 *
Don't know/ can't remember	12 1%	5 1%	7 1%	6 5%	4 1%	1 *	- -	1 *	1 *	5 1%	2 *	1 *	4 1%	- -	8 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 14

**Q.6 What is the name of your electricity supplier?****Base: All respondents with an electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1860	158	74	217	144	159	141	105	178	245	275	164
Weighted base	1796	165	74	200	165	158	124	96	179	227	249	159
British Gas	412 23%	31 19%	15 21%	58 29%	46 28%	40 26%	22 18%	20 20%	38 21%	58 26%	58 23%	25 15%
EDF	302 17%	14 9%	15 20%	22 11%	28 17%	22 14%	18 14%	5 5%	28 16%	68 30%	47 19%	37 23%
Eon	262 15%	22 13%	8 10%	33 16%	24 15%	28 18%	29 23%	8 9%	42 23%	22 10%	27 11%	20 13%
Npower	218 12%	9 6%	18 24%	21 10%	29 18%	26 16%	24 20%	14 15%	21 12%	23 10%	17 7%	16 10%
Scottish Power	216 12%	41 25%	5 6%	36 18%	19 12%	18 11%	12 9%	7 7%	18 10%	15 6%	27 11%	19 12%
Southern Electric	103 6%	2 1%	4 5%	4 2%	1 1%	8 5%	4 3%	1 1%	6 3%	21 9%	35 14%	16 10%
Scottish Hydro	37 2%	37 23%	-	-	-	-	-	-	-	-	-	-
SWALEC	32 2%	-	-	-	-	-	-	30 32%	1 *	-	1 *	-
Co-operative Energy	29 2%	2 1%	* 1%	8 4%	1 1%	1 1%	1 1%	1 1%	4 2%	4 2%	3 1%	3 2%
First Utility	28 2%	-	1 1%	4 2%	5 3%	3 2%	2 2%	1 1%	3 1%	-	6 2%	4 2%
SSE	23 1%	2 1%	2 3%	-	4 3%	3 2%	4 3%	-	1 1%	2 1%	2 1%	3 2%
Utility Warehouse	22 1%	-	-	2 1%	-	1 *	1 1%	1 1%	2 1%	1 *	10 4%	4 3%
Atlantic	20 1%	3 2%	-	2 1%	4 2%	1 1%	2 2%	* *	1 *	1 *	2 1%	4 3%
Ovo Energy	17 1%	-	3 4%	-	-	3 2%	-	-	6 4%	2 1%	1 *	1 1%
M&S Energy	16 1%	1 *	1 1%	1 1%	1 1%	1 1%	2 1%	-	2 1%	3 1%	4 2%	1 *

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 14

**Q.6 What is the name of your electricity supplier?****Base: All respondents with an electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1796	165	74	200	165	158	124	96	179	227	249	159
Sainsbury's Energy	13 1%	-	-	1 *	-	1 1%	-	3 3%	2 1%	2 1%	3 1%	1 1%
Ebico	12 1%	-	3 4%	2 1%	1 *	-	2 2%	1 1%	3 2%	1 *	-	-
Utilita	5 *	-	-	2 1%	-	-	-	-	-	1 1%	2 1%	-
Spark Energy	4 *	-	-	-	-	-	-	2 2%	-	-	2 1%	1 1%
Ecotricity	3 *	-	1 1%	-	1 *	-	-	-	-	1 1%	-	-
Good Energy	1 *	-	-	1 1%	-	-	-	-	-	-	-	-
Airtricity	1 *	-	-	1 *	-	-	-	-	-	-	-	-
Power NI	1 *	-	-	-	-	-	-	-	-	1 *	-	-
LoCO2	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Stay Warm	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Other answers	4 *	-	-	-	1 1%	-	-	1 1%	-	-	1 *	* *
Don't know/ can't remember	12 1%	2 1%	-	2 1%	-	2 1%	-	-	1 1%	2 1%	1 1%	3 2%



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 15

**Energy Selected****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Gas	95 5%	50 5%	45 5%	17 14%	16 5%	19 6%	11 3%	19 6%	12 3%	32 6%	15 3%	23 6%	25 6%	13 5%	46 6%
Electricity	358 20%	197 22%	161 18%	28 22%	59 20%	55 18%	69 20%	69 24%	78 18%	96 19%	98 20%	83 22%	82 19%	47 19%	164 21%
Energy	1349 75%	666 73%	683 77%	82 64%	224 75%	235 76%	259 76%	205 70%	345 79%	378 75%	385 77%	264 72%	322 75%	184 76%	556 73%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 15

**Energy Selected****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Gas	95 5%	7 5%	3 4%	15 7%	1 1%	5 3%	4 3%	4 5%	4 3%	29 12%	10 4%	12 8%
Electricity	358 20%	46 28%	8 10%	33 17%	22 13%	23 15%	24 20%	21 21%	53 29%	45 19%	41 17%	42 26%
Energy	1349 75%	111 68%	64 86%	152 76%	143 86%	130 82%	96 77%	71 74%	122 68%	159 68%	197 79%	104 66%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 16

**Q.7 You mentioned that your energy supplier is ... Please write in the name of your energy tariff.**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Standard	101	56	45	2	20	12	25	19	24	39	25	13	24	18	36
	6%	6%	5%	2%	7%	4%	7%	7%	5%	8%	5%	4%	6%	7%	5%
Online Energy/ Online Energy Saver/ online fixed rate/ online dual fuel/ variable online	86	54	32	2	7	14	21	14	29	27	28	16	14	6	38
	5%	6%	4%	2%	2%	5%	6%	5%	7%	5%	6%	4%	3%	2%	5%
Capped/ fixed rate	84	42	43	2	8	8	13	21	33	31	17	14	23	10	16
	5%	5%	5%	2%	3%	2%	4%	7%	8%	6%	3%	4%	5%	4%	2%
EDF Blue/ Blue+/ Blue+Price promise	72	32	40	3	10	11	15	9	24	21	27	13	11	10	25
	4%	4%	4%	3%	3%	4%	4%	3%	5%	4%	5%	4%	3%	4%	3%
Pay As You Go/ Pre-Pay	41	18	23	2	11	6	11	8	3	6	4	12	19	6	16
	2%	2%	3%	1%	4%	2%	3%	3%	1%	1%	1%	3%	4%	2%	2%
Economy 7	22	13	9	2	5	4	3	2	7	3	11	4	4	3	13
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
Dual Fuel	18	15	4	-	5	4	3	3	4	4	5	10	*	2	9
	1%	2%	*	-	2%	1%	1%	1%	1%	1%	1%	3%	*	1%	1%
Age UK/ Concern/ OAP	17	7	10	-	-	1	-	3	13	4	7	2	4	1	2
	1%	1%	1%	-	-	*	-	1%	3%	1%	1%	*	1%	*	*
Key Meter	15	9	6	-	7	3	1	3	1	1	5	7	2	2	10
	1%	1%	1%	-	2%	1%	*	1%	*	*	1%	2%	1%	1%	1%
Discount energy/ Discount	9	9	1	-	2	1	*	1	6	4	4	-	2	1	3
	1%	1%	*	-	1%	*	*	*	1%	1%	1%	-	1%	*	*
Go Save	9	5	4	-	2	1	*	1	3	5	1	1	1	*	4
	*	1%	*	-	1%	*	*	*	1%	1%	*	*	*	*	1%
Go Fix	8	4	4	-	-	1	2	3	2	4	3	2	-	2	-
	*	*	*	-	-	*	1%	1%	1%	1%	1%	*	-	1%	-
British Gas	7	6	1	5	1	1	-	-	-	1	5	-	-	-	6
	*	1%	*	4%	*	*	-	-	-	*	1%	-	-	-	1%
Npower	7	2	5	-	-	-	-	3	4	2	-	-	5	-	4
	*	*	1%	-	-	-	-	1%	1%	*	-	-	1%	-	*

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 16

**Q.7 You mentioned that your energy supplier is ... Please write in the name of your energy tariff.**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Standard Variable	7	5	2	-	2	1	2	1	1	3	-	2	2	-	3
	*	1%	*	-	1%	*	1%	*	*	1%	-	1%	*	-	*
iSave/ isave fixed price/ isave dual fuel	6	3	4	-	-	1	1	4	1	3	-	4	-	3	2
	*	*	*	-	-	*	*	1%	*	1%	-	1%	-	1%	*
Direct Debit	6	1	5	1	3	-	1	-	1	1	4	1	-	1	3
	*	*	1%	1%	1%	-	*	-	*	*	1%	*	-	*	*
Domestic Standard/	6	5	1	-	1	-	2	1	3	2	2	2	-	-	3
	*	1%	*	-	*	-	*	*	1%	*	*	*	-	-	*
Price Promise (Non specific)	6	5	1	-	1	2	-	1	2	2	4	-	-	-	2
	*	1%	*	-	*	1%	-	*	*	*	1%	-	-	-	*
Sign Online	6	6	-	-	2	2	-	1	-	4	-	-	1	-	4
	*	1%	-	-	1%	1%	-	*	-	1%	-	-	*	-	1%
Energy Online	5	3	2	-	-	3	-	2	-	1	3	1	-	1	2
	*	*	*	-	-	1%	-	1%	-	*	1%	*	-	*	*
Clear and Simple	5	2	3	-	1	1	-	2	1	2	1	2	-	2	1
	*	*	*	-	*	*	-	1%	*	*	*	1%	-	1%	*
Other EDF	4	3	1	-	1	2	-	-	1	-	1	3	-	-	3
	*	*	*	-	*	1%	-	-	*	-	*	1%	-	-	*
Winter Fix	4	4	-	-	4	-	-	-	-	1	-	-	3	-	4
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	*
General Domestic	3	3	1	-	1	-	-	1	2	2	-	2	-	-	1
	*	*	*	-	*	-	-	*	*	*	-	1%	-	-	*
Price Protection	3	1	2	-	-	-	-	1	3	2	1	1	-	-	-
	*	*	*	-	-	-	-	*	1%	*	*	*	-	-	-
Stay Warm	3	2	1	-	-	-	1	-	2	1	1	-	1	-	-
	*	*	*	-	-	-	*	-	1%	*	*	-	*	-	-
Fix and fall	3	2	1	-	-	2	1	-	-	-	1	2	-	1	2
	*	*	*	-	-	1%	*	-	-	-	*	*	-	*	*
Better Plan/ Better Plan Domestic Standard	3	2	1	-	-	-	-	-	3	1	1	1	1	-	-
	*	*	*	-	-	-	-	-	1%	*	*	*	*	-	-

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 16

**Q.7 You mentioned that your energy supplier is ... Please write in the name of your energy tariff.**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Juice	3	2	1	-	-	-	-	3	-	-	1	2	-	-	3
	*	*	*	-	-	-	-	1%	-	-	*	*	-	-	*
Websaver	3	3	-	-	-	1	-	1	1	1	1	1	-	1	2
	*	*	-	-	-	*	-	*	*	*	*	*	-	*	*
Economy 10	3	1	2	-	1	-	-	1	1	1	2	-	-	-	1
	*	*	*	-	*	-	-	*	*	*	*	-	-	-	*
Variable	3	-	3	-	*	-	2	-	-	*	1	-	1	-	1
	*	-	*	-	*	-	1%	-	-	*	*	-	*	-	*
Green/ Green Energy	3	1	1	-	-	1	1	-	*	1	1	-	-	-	1
	*	*	*	-	-	*	*	-	*	*	*	-	-	-	*
Bill Saver	2	2	1	-	-	-	-	-	2	1	-	1	-	-	-
	*	*	*	-	-	-	-	-	1%	*	-	*	-	-	-
Pioneer	2	2	1	-	1	-	-	-	1	-	2	-	1	1	1
	*	*	*	-	*	-	-	-	*	-	*	-	*	1%	*
Total heating Total control	2	-	2	-	-	-	2	-	-	1	-	1	-	-	1
	*	-	*	-	-	-	1%	-	-	*	-	*	-	-	*
Eco 20/ 20	2	1	2	-	2	-	-	1	-	-	1	2	-	2	-
	*	*	*	-	1%	-	-	*	-	-	*	*	-	1%	-
Equipower	2	1	1	-	-	1	1	-	-	1	1	-	-	1	1
	*	*	*	-	-	*	*	-	-	*	*	-	-	*	*
Quarterly payment	2	-	2	-	1	-	-	-	1	-	1	1	-	-	1
	*	-	*	-	*	-	-	-	*	-	*	*	-	-	*
General Saver	2	1	*	-	-	-	*	-	1	-	1	-	*	-	*
	*	*	*	-	-	-	*	-	*	-	*	-	*	-	*
Simple	2	1	*	-	2	-	-	-	-	1	*	-	-	-	1
	*	*	*	-	1%	-	-	-	-	*	*	-	-	-	*
Fresh Start	2	*	1	-	-	-	-	2	-	*	-	1	-	*	1
	*	*	*	-	-	-	-	1%	-	*	-	*	-	*	*
Southern Electric	2	1	*	-	-	1	*	-	-	-	2	-	-	-	2
	*	*	*	-	-	*	*	-	-	-	*	-	-	-	*

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 16

**Q.7 You mentioned that your energy supplier is ... Please write in the name of your energy tariff.**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Platinum	2	-	2	-	1	-	-	1	-	1	-	-	1	2	-
	*	-	*	-	*	-	-	*	-	*	-	-	*	1%	-
Eon Online Saver	1	1	1	-	-	1	-	-	-	-	-	-	1	-	1
	*	*	*	-	-	*	-	-	-	-	-	-	*	-	*
Argos	1	1	-	-	-	-	-	1	-	1	-	-	*	-	*
	*	*	-	-	-	-	-	*	-	*	-	-	*	-	*
Eon Energy Discount v1.0	1	1	-	-	-	1	-	1	-	-	-	-	1	1	1
	*	*	-	-	-	*	-	*	-	-	-	-	*	*	*
Spreading Warmth	1	1	-	-	-	*	1	-	-	-	*	-	1	-	*
	*	*	-	-	-	*	*	-	-	-	*	-	*	-	*
Other answers	49	27	22	4	8	7	9	7	14	19	12	2	16	10	15
	3%	3%	2%	3%	3%	2%	3%	3%	3%	4%	2%	1%	4%	4%	2%
Don't know/ can't remember	1174	565	608	105	193	219	230	177	249	313	317	249	295	168	524
	65%	62%	68%	83%	65%	71%	68%	61%	57%	62%	64%	67%	69%	69%	68%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 16

**Q.7 You mentioned that your energy supplier is ... Please write in the name of your energy tariff.**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Standard	101 6%	10 6%	4 5%	10 5%	14 8%	11 7%	3 3%	2 2%	8 5%	13 5%	17 7%	10 6%
Online Energy/ Online Energy Saver/ online fixed rate/ online dual fuel/ variable online	86 5%	7 4%	3 4%	7 3%	7 4%	9 6%	8 6%	4 5%	13 7%	10 4%	13 5%	6 4%
Capped/ fixed rate	84 5%	7 4%	2 2%	10 5%	13 8%	6 4%	7 5%	3 3%	7 4%	8 4%	12 5%	11 7%
EDF Blue/ Blue+/ Blue+Price promise	72 4%	6 4%	1 2%	5 2%	6 4%	13 8%	6 5%	* *	13 7%	2 1%	8 3%	11 7%
Pay As You Go/ Pre-Pay	41 2%	3 2%	4 5%	3 1%	3 2%	* *	6 5%	2 2%	4 2%	4 2%	7 3%	5 3%
Economy 7	22 1%	- -	1 1%	4 2%	1 1%	1 *	1 1%	* *	3 2%	5 2%	3 1%	3 2%
Dual Fuel	18 1%	3 2%	- -	- -	2 1%	2 1%	3 2%	2 2%	1 1%	1 *	4 2%	1 1%
Age UK/ Concern/ OAP	17 1%	2 1%	- -	- -	3 2%	2 1%	3 2%	2 2%	1 *	2 1%	1 1%	1 1%
Key Meter	15 1%	1 *	3 4%	1 *	2 1%	2 1%	- -	- -	4 2%	1 1%	- -	2 1%
Discount energy/ Discount	9 1%	1 1%	- -	2 1%	- -	- -	- -	- -	2 1%	4 2%	- -	1 *
Go Save	9 *	1 *	- -	2 1%	- -	- -	2 2%	1 1%	2 1%	- -	1 *	- -
Go Fix	8 *	- -	- -	- -	- -	1 *	4 3%	- -	- -	1 1%	1 *	1 1%
British Gas	7 *	- -	- -	1 *	1 1%	1 *	1 1%	- -	- -	4 2%	- -	- -
Npower	7 *	- -	- -	- -	- -	3 2%	- -	- -	- -	2 1%	- -	2 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 16

**Q.7 You mentioned that your energy supplier is ... Please write in the name of your energy tariff.**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Standard Variable	7 *	- -	- -	1 1%	- -	- -	- -	- -	1 1%	3 1%	1 *	- -
iSave/ isave fixed price/ isave dual fuel	6 *	- -	- -	1 *	- -	- -	1 1%	- -	3 1%	- -	- -	2 1%
Direct Debit	6 *	4 2%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -
Domestic Standard/	6 *	- -	- -	- -	- -	1 1%	2 1%	- -	- -	1 *	1 *	1 1%
Price Promise (Non specific)	6 *	- -	- -	1 *	- -	- -	2 2%	- -	1 1%	- -	1 *	1 1%
Sign Online	6 *	- -	- -	1 1%	- -	- -	2 2%	1 1%	- -	1 *	- -	- -
Energy Online	5 *	- -	- -	2 1%	- -	1 1%	- -	- -	- -	- -	2 1%	1 *
Clear and Simple	5 *	- -	- -	- -	1 1%	1 1%	- -	- -	1 *	1 *	1 *	- -
Other EDF	4 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	2 1%	1 1%
Winter Fix	4 *	- -	- -	3 1%	1 *	- -	- -	- -	- -	- -	- -	- -
General Domestic	3 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	3 1%	- -
Price Protection	3 *	- -	- -	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -
Stay Warm	3 *	- -	- -	1 1%	1 *	- -	1 *	1 1%	- -	- -	- -	- -
Fix and fall	3 *	- -	- -	- -	1 *	1 *	- -	- -	- -	2 1%	- -	- -
Better Plan/ Better Plan Domestic Standard	3 *	1 *	- -	- -	- -	- -	1 1%	1 2%	- -	- -	- -	- -



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 16

**Q.7 You mentioned that your energy supplier is ... Please write in the name of your energy tariff.**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Juice	3 *	-	-	-	-	-	-	-	-	2 1%	-	1 1%
Websaver	3 *	-	-	-	-	-	-	-	-	1 *	2 1%	-
Economy 10	3 *	-	-	-	-	-	-	-	2 1%	-	-	1 *
Variable	3 *	-	-	-	-	-	-	-	-	2 1%	1 *	-
Green/ Green Energy	3 *	-	-	-	-	1 1%	-	-	1 1%	-	-	* *
Bill Saver	2 *	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	-
Pioneer	2 *	-	-	2 1%	-	-	-	-	-	-	-	1 *
Total heating Total control	2 *	2 1%	-	-	-	-	-	-	-	-	-	-
Eco 20/ 20	2 *	-	1 1%	-	-	-	-	-	2 1%	-	-	-
Equipower	2 *	-	-	-	1 *	-	1 1%	-	-	-	-	-
Quarterly payment	2 *	-	-	1 *	-	1 1%	-	-	-	-	-	-
General Saver	2 *	-	-	-	-	-	-	-	-	-	2 1%	-
Simple	2 *	-	-	1 1%	-	-	-	-	-	-	* *	-
Fresh Start	2 *	-	-	* *	-	-	-	-	-	-	1 *	-
Southern Electric	2 *	-	-	-	-	-	* *	-	-	1 *	-	-

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 16

**Q.7 You mentioned that your energy supplier is ... Please write in the name of your energy tariff.**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Platinum	2 *	1 *	-	1 *	-	-	-	-	-	-	-	-
Eon Online Saver	1 *	-	-	-	1 1%	-	-	-	-	-	-	-
Argos	1 *	-	-	-	-	* *	-	-	-	-	1 *	-
Eon Energy Discount v1.0	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-
Spreading Warmth	1 *	-	-	-	-	* *	-	-	-	-	1 *	-
Other answers	49 3%	3 2%	6 8%	3 2%	5 3%	7 5%	4 3%	2 2%	8 4%	4 2%	1 *	6 4%
Don't know/ can't remember	1174 65%	115 70%	50 67%	140 70%	103 63%	95 60%	67 54%	73 76%	107 60%	163 70%	164 66%	96 61%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 17

**Q.8 How do you pay your energy bills?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
I pay by monthly Direct Debit	1223 68%	614 67%	610 69%	58 46%	161 54%	197 64%	230 68%	216 74%	362 83%	381 75%	375 76%	240 65%	226 53%	163 67%	492 64%
I have online billing	512 28%	279 30%	233 26%	37 30%	96 32%	68 22%	93 27%	90 31%	128 29%	163 32%	148 30%	99 27%	102 24%	73 30%	218 29%
I have a Pre-Payment Meter I top up myself	238 13%	113 12%	125 14%	26 20%	65 22%	54 17%	46 14%	30 10%	17 4%	28 6%	36 7%	54 15%	119 28%	33 13%	104 14%
I pay by quarterly Direct Debit	94 5%	51 6%	43 5%	8 6%	27 9%	20 6%	13 4%	11 4%	15 4%	28 6%	22 4%	26 7%	18 4%	9 4%	58 8%
I pay once a quarter by cash or cheque	87 5%	47 5%	40 4%	8 6%	11 4%	17 6%	18 5%	13 4%	20 5%	27 5%	22 5%	10 3%	27 6%	18 7%	33 4%
I pay once a month by cash or cheque	22 1%	10 1%	11 1%	* *	7 2%	6 2%	3 1%	3 1%	2 *	7 1%	2 *	3 1%	10 2%	2 1%	12 2%
Payment card	14 1%	10 1%	3 *	1 *	1 *	5 2%	3 1%	1 *	4 1%	* *	1 *	4 1%	8 2%	2 1%	5 1%
Quarterly	4 *	1 *	3 *	- -	* *	- -	- -	2 1%	1 *	3 1%	1 *	- -	- -	2 1%	1 *
Weekly standing order/ Direct Debit	3 *	* *	2 *	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	3 1%	- -	2 *
Bills included in the rent	2 *	- -	2 *	1 1%	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -
When the bill comes	2 *	1 *	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *
By phone	2 *	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	2 *	- -	- -	1 *	1 *
Credit Card	2 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -	1 *	1 *	- -	- -	- -	1 *
Debit Card	1 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	1 *	- -
Other answers	3 *	1 *	2 *	- -	1 *	- -	1 *	1 *	- -	1 *	1 *	1 *	- -	- -	1 *

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 17

**Q.8 How do you pay your energy bills?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Don't know/ can't remember	6 *	4 *	3 *	4 3%	1 *	1 *	- -	1 *	- -	3 1%	2 *	- -	1 *	2 1%	3 *

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 17

**Q.8 How do you pay your energy bills?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
I pay by monthly Direct Debit	1223 68%	108 65%	40 54%	139 70%	112 67%	110 70%	88 71%	71 74%	127 71%	136 59%	179 72%	112 71%
I have online billing	512 28%	51 31%	19 25%	51 26%	46 28%	61 38%	29 23%	26 27%	69 39%	64 28%	49 20%	48 30%
I have a Pre-Payment Meter I top up myself	238 13%	24 14%	22 29%	30 15%	20 12%	18 11%	16 13%	14 15%	18 10%	27 11%	33 13%	17 11%
I pay by quarterly Direct Debit	94 5%	4 3%	5 7%	11 5%	6 4%	7 5%	7 6%	6 6%	4 2%	27 11%	9 4%	7 5%
I pay once a quarter by cash or cheque	87 5%	5 3%	3 4%	6 3%	8 5%	5 3%	11 9%	1 2%	8 4%	19 8%	12 5%	10 6%
I pay once a month by cash or cheque	22 1%	3 2%	1 2%	2 1%	6 4%	2 1%	- -	1 1%	2 1%	3 1%	1 *	1 1%
Payment card	14 1%	4 2%	- -	1 *	1 1%	1 1%	1 *	- -	2 1%	2 1%	2 1%	- -
Quarterly	4 *	- -	- -	- -	- -	- -	1 1%	- -	1 *	* *	1 *	2 1%
Weekly standing order/ Direct Debit	3 *	2 1%	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -
Bills included in the rent	2 *	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -
When the bill comes	2 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
By phone	2 *	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	1 *	- -
Credit Card	2 *	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -
Debit Card	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -
Other answers	3 *	1 1%	1 2%	- -	- -	- -	- -	- -	- -	- -	1 *	- -

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 17

**Q.8 How do you pay your energy bills?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Don't know/ can't remember	6 *	1 1%	-	-	-	-	-	-	1 1%	1 *	1 *	3 2%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 18

**Q.9 When did you choose the energy tariff that you are currently on?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
One month ago or less	93 5%	53 6%	40 5%	10 8%	17 6%	14 5%	20 6%	14 5%	18 4%	29 6%	31 6%	17 4%	16 4%	19 8%	36 5%
More than one month but less than or equal to three months ago	136 8%	69 8%	68 8%	13 10%	20 7%	26 8%	24 7%	28 9%	26 6%	36 7%	45 9%	23 6%	32 7%	21 9%	56 7%
More than three months but less than or equal to six months ago	258 14%	140 15%	119 13%	14 11%	36 12%	38 12%	46 13%	51 17%	74 17%	76 15%	77 16%	50 13%	55 13%	38 15%	96 13%
More than six months but less than or equal to one year ago	351 19%	182 20%	169 19%	34 27%	51 17%	61 20%	54 16%	60 20%	91 21%	118 23%	87 17%	86 23%	60 14%	37 15%	161 21%
More than a year ago	728 40%	375 41%	353 40%	32 25%	124 42%	124 40%	153 45%	112 38%	182 42%	197 39%	199 40%	140 38%	192 45%	85 35%	317 41%
I didn't choose it	125 7%	57 6%	68 8%	18 14%	24 8%	25 8%	24 7%	15 5%	19 4%	25 5%	25 5%	36 10%	39 9%	19 8%	59 8%
Don't know/ can't remember	111 6%	39 4%	71 8%	6 5%	26 9%	21 7%	19 6%	13 4%	26 6%	25 5%	33 7%	19 5%	33 8%	26 10%	39 5%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 18

**Q.9 When did you choose the energy tariff that you are currently on?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
One month ago or less	93 5%	2 1%	2 3%	10 5%	7 4%	12 8%	13 11%	2 2%	7 4%	9 4%	17 7%	10 6%
More than one month but less than or equal to three months ago	136 8%	10 6%	3 4%	13 7%	15 9%	15 9%	5 4%	8 9%	17 9%	17 7%	17 7%	16 10%
More than three months but less than or equal to six months ago	258 14%	20 12%	8 11%	36 18%	27 16%	24 15%	12 10%	16 17%	33 19%	26 11%	34 14%	21 13%
More than six months but less than or equal to one year ago	351 19%	26 16%	17 23%	37 18%	33 20%	33 21%	20 16%	19 20%	38 21%	41 18%	53 21%	35 22%
More than a year ago	728 40%	74 45%	32 43%	71 36%	64 39%	61 38%	60 48%	43 45%	69 39%	98 42%	98 39%	57 36%
I didn't choose it	125 7%	19 11%	6 7%	20 10%	12 7%	7 4%	8 6%	5 5%	6 3%	15 6%	16 7%	12 7%
Don't know/ can't remember	111 6%	14 8%	6 8%	13 7%	7 4%	6 4%	6 5%	2 2%	9 5%	27 11%	13 5%	8 5%



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 19

**Q.10 How did you choose the energy tariff that you are currently on?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill who chose their current energy tariff**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1736	866	870	76	291	311	338	291	429	531	523	272	410	233	698
Weighted base	1677	857	820	109	274	284	316	277	416	481	473	334	389	225	706
I used a price comparison website	477 28%	279 33%	198 24%	23 21%	77 28%	89 31%	95 30%	71 26%	123 30%	162 34%	134 28%	101 30%	80 21%	63 28%	208 29%
I phoned my energy supplier and asked for them to switch me on to the best deal	239 14%	110 13%	129 16%	16 15%	37 13%	49 17%	39 12%	39 14%	59 14%	67 14%	58 12%	54 16%	61 16%	36 16%	107 15%
I moved house and this was the tariff that was already set up	164 10%	75 9%	89 11%	24 22%	50 18%	36 13%	25 8%	17 6%	12 3%	40 8%	38 8%	31 9%	55 14%	25 11%	81 11%
My supplier sent me a letter saying this was the cheapest tariff and recommended I switch	142 8%	81 9%	61 7%	6 6%	20 7%	16 6%	33 11%	29 10%	36 9%	41 9%	42 9%	26 8%	32 8%	14 6%	59 8%
My energy bill said this was a cheaper tariff and recommended I switch	138 8%	71 8%	67 8%	14 13%	17 6%	19 7%	25 8%	23 8%	39 9%	35 7%	49 10%	22 6%	33 8%	20 9%	47 7%
I switched after a sales call, either from my supplier at the time or from another supplier	131 8%	69 8%	62 8%	7 6%	23 8%	19 7%	22 7%	28 10%	32 8%	35 7%	34 7%	25 8%	37 10%	11 5%	63 9%
Checked online/supplier website	30 2%	11 1%	18 2%	2 2%	5 2%	5 2%	4 1%	2 1%	11 3%	10 2%	9 2%	4 1%	6 2%	3 1%	12 2%
Conversation with a sales rep/ was approached in street/instore	28 2%	10 1%	18 2%	- -	4 1%	4 2%	3 1%	6 2%	12 3%	11 2%	7 1%	6 2%	5 1%	3 1%	11 2%
Did my own research/decided was best tariff for me	17 1%	11 1%	5 1%	1 1%	2 1%	- -	5 2%	2 1%	6 1%	7 1%	5 1%	3 1%	2 1%	1 1%	6 1%
Had no choice	14 1%	10 1%	5 1%	2 2%	2 1%	4 1%	1 *	2 1%	4 1%	6 1%	5 1%	1 *	3 1%	3 2%	6 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 19

**Q.10 How did you choose the energy tariff that you are currently on?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill who chose their current energy tariff**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1677	857	820	109	274	284	316	277	416	481	473	334	389	225	706
Tariff coming to an end/ needed to choose a new tariff	12 1%	7 1%	5 1%	- -	3 1%	2 1%	3 1%	3 1%	2 *	5 1%	6 1%	- -	1 *	1 1%	4 1%
Recommended (from other organisation)	10 1%	5 1%	5 1%	- -	1 *	3 1%	- -	1 *	5 1%	1 *	1 *	4 1%	4 1%	2 1%	1 *
Wanted/ found a tariff that was cheaper/ easier to manage	10 1%	5 1%	5 1%	- -	- -	3 1%	2 1%	2 1%	2 *	5 1%	2 *	2 *	1 *	2 1%	2 *
Which?/ Which Big Switch	7 *	5 1%	2 *	- -	- -	- -	1 *	3 1%	3 1%	4 1%	2 *	- -	1 *	- -	3 *
Have been with same supplier/ on the same tariff for a while	6 *	2 *	4 *	- -	- -	- -	1 *	1 *	4 1%	3 1%	2 *	- -	1 *	2 1%	1 *
Contact from my supplier (non specific)	4 *	3 *	* *	- -	* *	- -	- -	2 1%	1 *	1 *	2 1%	- -	* *	- -	- -
Newspaper/ press	4 *	2 *	2 *	- -	- -	- -	- -	- -	4 1%	3 1%	- -	1 *	- -	- -	1 *
My partner did it	3 *	- -	3 *	- -	- -	1 *	2 1%	- -	1 *	- -	- -	1 *	3 1%	- -	1 *
Wanted fixed price	3 *	2 *	1 *	- -	- -	- -	2 1%	1 *	1 *	1 *	1 *	- -	1 *	1 1%	- -
Saw information/ advert on the television	3 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	- -	2 *	- -	1 *	- -	2 *
Money Saving Expert/ Price tracker	2 *	- -	2 *	- -	- -	1 *	1 *	- -	1 *	1 *	1 *	- -	1 *	1 *	1 *
Wanted Pay As You Go	2 *	- -	2 *	- -	* *	- -	1 *	- -	- -	- -	* *	- -	1 *	1 1%	- -
38 Degrees website/ email	2 *	- -	2 *	- -	- -	- -	- -	1 *	1 *	- -	2 *	- -	- -	1 *	- -
Ethical reasons	1 *	- -	1 *	- -	- -	- -	* *	1 *	- -	* *	1 *	- -	- -	1 1%	- -

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 19

**Q.10 How did you choose the energy tariff that you are currently on?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill who chose their current energy tariff**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1677	857	820	109	274	284	316	277	416	481	473	334	389	225	706
Other answers	16 1%	9 1%	6 1%	- -	- -	3 1%	5 2%	2 1%	5 1%	4 1%	9 2%	2 1%	1 *	2 1%	7 1%
Don't know/ can't remember	227 14%	96 11%	131 16%	13 12%	34 12%	33 12%	49 15%	43 16%	55 13%	46 9%	66 14%	55 17%	60 16%	36 16%	85 12%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 19

**Q.10 How did you choose the energy tariff that you are currently on?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill who chose their current energy tariff**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1736	142	68	200	136	152	132	98	171	231	252	154
Weighted base	1677	146	69	180	154	151	116	91	173	217	233	147
I used a price comparison website	477 28%	29 20%	19 27%	51 29%	40 26%	45 30%	31 27%	28 31%	57 33%	58 27%	70 30%	49 34%
I phoned my energy supplier and asked for them to switch me on to the best deal	239 14%	17 12%	7 10%	21 12%	24 16%	25 16%	21 18%	14 15%	20 12%	34 16%	36 15%	19 13%
I moved house and this was the tariff that was already set up	164 10%	21 14%	14 21%	15 8%	18 12%	16 10%	6 5%	8 8%	14 8%	22 10%	22 10%	9 6%
My supplier sent me a letter saying this was the cheapest tariff and recommended I switch	142 8%	15 10%	6 9%	19 10%	14 9%	14 9%	7 6%	5 5%	19 11%	18 8%	18 8%	8 6%
My energy bill said this was a cheaper tariff and recommended I switch	138 8%	8 5%	6 9%	12 7%	10 6%	13 8%	9 8%	10 11%	17 10%	23 11%	15 7%	16 11%
I switched after a sales call, either from my supplier at the time or from another supplier	131 8%	18 12%	4 6%	16 9%	11 7%	11 7%	11 9%	5 6%	12 7%	16 7%	13 6%	16 11%
Checked online/ supplier website	30 2%	3 2%	1 1%	6 3%	4 3%	2 2%	2 1%	3 4%	2 1%	1 *	3 1%	2 1%
Conversation with a sales rep/ was approached in street/ instore	28 2%	1 *	2 2%	3 1%	3 2%	4 2%	5 4%	- -	3 2%	5 2%	4 2%	- -
Did my own research/ decided was best tariff for me	17 1%	1 1%	- -	2 1%	1 *	- -	2 1%	3 4%	- -	3 1%	3 2%	2 1%
Had no choice	14 1%	1 1%	1 1%	1 *	- -	- -	2 2%	1 1%	4 2%	- -	2 1%	3 2%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 19

**Q.10 How did you choose the energy tariff that you are currently on?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill who chose their current energy tariff**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1677	146	69	180	154	151	116	91	173	217	233	147
Tariff coming to an end/ needed to choose a new tariff	12 1%	1 1%	* 1%	2 1%	- -	1 *	3 2%	2 2%	3 2%	- -	1 *	- -
Recommended (from other organisation)	10 1%	4 3%	- -	1 1%	1 1%	1 *	1 1%	1 1%	- -	1 *	2 1%	- -
Wanted/ found a tariff that was cheaper/ easier to manage	10 1%	1 1%	1 2%	2 1%	1 1%	- -	- -	1 1%	- -	1 1%	2 1%	- -
Which?/ Which Big Switch	7 *	- -	- -	- -	1 1%	- -	1 1%	- -	1 *	2 1%	* *	1 1%
Have been with same supplier/ on the same tariff for a while	6 *	- -	- -	* *	- -	- -	1 1%	1 1%	- -	1 *	1 *	3 2%
Contact from my supplier (non specific)	4 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 1%	1 1%
Newspaper/ press	4 *	- -	- -	- -	1 1%	2 1%	1 1%	- -	- -	- -	- -	- -
My partner did it	3 *	- -	- -	- -	- -	1 1%	- -	1 1%	1 *	- -	1 *	- -
Wanted fixed price	3 *	- -	- -	1 *	- -	- -	1 1%	- -	- -	1 *	- -	1 1%
Saw information/ advert on the television	3 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 1%	- -
Money Saving Expert/ Price tracker	2 *	- -	- -	- -	- -	- -	- -	- 1%	1 1%	- -	1 *	- -
Wanted Pay As You Go	2 *	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	* *	- -
38 Degrees website/ email	2 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%
Ethical reasons	1 *	- -	* 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 19

**Q.10 How did you choose the energy tariff that you are currently on?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill who chose their current energy tariff**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1677	146	69	180	154	151	116	91	173	217	233	147
Other answers	16 1%	1 1%	1 1%	2 1%	2 2%	2 1%	- -	1 2%	1 1%	3 1%	1 *	1 1%
Don't know/ can't remember	227 14%	27 18%	7 11%	30 16%	22 14%	16 10%	16 14%	10 11%	20 11%	30 14%	35 15%	14 10%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 20

**Q.11 For which of the following reasons, if any, did you choose the energy tariff that you are currently on?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
The tariff was the cheapest available	674 37%	366 40%	308 35%	44 34%	95 32%	122 40%	135 40%	98 34%	179 41%	194 38%	185 37%	160 43%	134 31%	81 33%	296 39%
The tariff offered a good fixed price	561 31%	284 31%	277 31%	20 15%	80 27%	88 29%	100 29%	98 34%	175 40%	173 34%	170 34%	96 26%	123 29%	76 31%	210 27%
I trusted the supplier	445 25%	229 25%	216 24%	24 19%	72 24%	74 24%	79 23%	71 24%	124 29%	135 27%	116 23%	85 23%	110 26%	67 27%	173 23%
The tariff was transparent and I knew exactly what I was getting	279 16%	171 19%	109 12%	8 6%	33 11%	40 13%	56 16%	51 17%	91 21%	105 21%	77 15%	41 11%	57 13%	36 15%	102 13%
I moved into the house and the tariff was already set up	205 11%	93 10%	112 13%	32 25%	59 20%	40 13%	28 8%	28 9%	19 4%	41 8%	48 10%	45 12%	70 16%	32 13%	96 13%
The supplier had a reputation for good customer service	198 11%	101 11%	97 11%	4 3%	33 11%	30 10%	31 9%	33 11%	68 16%	57 11%	52 10%	38 10%	50 12%	23 9%	68 9%
The tariff had strong green credentials	64 4%	27 3%	37 4%	6 5%	17 6%	6 2%	12 3%	10 3%	13 3%	19 4%	21 4%	12 3%	12 3%	7 3%	32 4%
No choice/ not my decision	18 1%	11 1%	6 1%	1 *	3 1%	3 1%	4 1%	4 1%	4 1%	5 1%	6 1%	4 1%	3 1%	5 2%	5 1%
Cashback deal	8 *	2 *	6 1%	- -	1 *	4 1%	- -	1 *	2 *	2 *	1 *	2 *	3 1%	1 *	3 *
Other bonuses/ benefits	7 *	3 *	4 *	2 2%	- -	1 *	1 *	1 *	2 *	4 1%	3 1%	- -	- -	1 1%	4 1%
Other recommendation	6 *	3 *	2 *	- -	1 *	1 *	- -	3 1%	1 *	3 1%	3 1%	- -	- -	- -	4 1%
Club Card Points	5 *	1 *	4 *	2 2%	1 *	- -	1 *	1 *	- -	2 *	- -	2 *	1 *	- -	4 1%
Always been on this tariff	3 *	2 *	2 *	- -	- -	- -	- -	1 *	3 1%	3 1%	1 *	- -	- -	- -	1 *

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 20

**Q.11 For which of the following reasons, if any, did you choose the energy tariff that you are currently on?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Tariff came to an end	3*	2*	1*	-	-	-	1*	1*	2*	1*	1*	1*	-	1*	-
Like the tariff/ Suited my needs	3*	1*	2*	-	-	-	-	1*	2*	1*	1*	1*	-	-	1*
Was in debt/ arrears with provider	2*	1*	1*	-	1*	-	-	1*	-	1*	1*	-	-	-	-
Only pay for what I use	2*	2*	**	-	-	-	-	2* 1%	-	-	2*	-	**	-	-
Recommended by Price comparison	2*	2*	-	-	-	-	1*	-	1*	1*	-	-	1*	1*	-
Offered Boiler service/ breakdown cover	2*	1*	1*	-	-	-	-	2* 1%	-	1*	1*	-	-	-	-
Have an association with the provider/ shares/ work for them	2*	1*	1*	-	-	-	-	1*	1*	1*	1*	-	-	-	-
Discounted shopping/ vouchers	2*	-	2*	-	-	-	-	1*	1*	1*	1*	-	-	-	-
Group negotiation/ application	2*	1*	1*	-	-	-	-	1*	1*	1*	-	1*	-	-	1*
No standing charges	2*	2*	-	-	-	-	2* 1%	-	-	-	2*	-	-	-	1*
Already with supplier	2*	-	2*	-	-	-	-	-	2*	1*	1*	-	-	-	-
Direct Debit Discount	1*	1*	-	-	-	1*	-	-	-	1*	-	-	1*	-	1*
Dual Fuel Discount	1*	1*	**	-	**	1*	-	-	-	1*	-	-	-	-	1*
Other answers	4*	4*	1*	-	-	1*	1*	2* 1%	1*	1*	2*	-	1*	-	3*
Nothing/ no reason	1*	1*	-	-	-	-	1*	-	-	-	-	1*	-	-	1*



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 20

**Q.11 For which of the following reasons, if any, did you choose the energy tariff that you are currently on?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
None of the above	144	54	90	19	32	24	31	17	21	32	35	30	48	23	67
	8%	6%	10%	15%	11%	8%	9%	6%	5%	6%	7%	8%	11%	9%	9%
Don't know	3	1	2	-	1	-	1	1	-	1	1	1	-	3	-
	*	*	*	-	*	-	*	*	-	*	*	*	-	1%	-

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 20

**Q.11 For which of the following reasons, if any, did you choose the energy tariff that you are currently on?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
The tariff was the cheapest available	674 37%	49 30%	26 35%	84 42%	60 37%	75 47%	44 36%	36 37%	80 45%	76 33%	88 35%	54 34%
The tariff offered a good fixed price	561 31%	49 30%	24 32%	65 32%	58 35%	42 27%	35 28%	29 30%	56 31%	55 24%	87 35%	61 38%
I trusted the supplier	445 25%	40 24%	16 22%	46 23%	39 24%	45 28%	25 21%	24 25%	40 22%	63 27%	65 26%	41 26%
The tariff was transparent and I knew exactly what I was getting	279 16%	30 18%	13 17%	28 14%	19 11%	20 13%	18 15%	13 14%	28 15%	31 13%	47 19%	32 20%
I moved into the house and the tariff was already set up	205 11%	25 15%	17 23%	25 12%	21 13%	14 9%	8 7%	10 10%	18 10%	32 14%	22 9%	13 8%
The supplier had a reputation for good customer service	198 11%	19 11%	13 17%	23 11%	12 7%	24 15%	9 7%	13 13%	11 6%	26 11%	26 10%	23 14%
The tariff had strong green credentials	64 4%	6 4%	3 4%	9 5%	4 2%	6 4%	6 5%	1 1%	6 3%	7 3%	10 4%	6 3%
No choice/ not my decision	18 1%	-	-	-	-	1 1%	3 3%	1 1%	5 3%	1 1%	5 2%	2 1%
Cashback deal	8 *	-	-	-	-	3 2%	3 2%	2 2%	-	-	1 *	-
Other bonuses/ benefits	7 *	-	-	-	-	1 1%	-	-	-	1 1%	3 1%	1 1%
Other recommendation	6 *	2 1%	-	-	-	-	-	1 1%	-	3 1%	-	-
Club Card Points	5 *	-	-	-	1 1%	-	1 1%	-	-	-	2 1%	1 1%
Always been on this tariff	3 *	-	-	-	-	-	-	-	1 *	1 *	1 *	1 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 20

**Q.11 For which of the following reasons, if any, did you choose the energy tariff that you are currently on?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Tariff came to an end	3 *	1 *	-	-	-	-	-	-	-	1 *	1 *	1 1%
Like the tariff/ Suited my needs	3 *	-	-	-	1 1%	-	-	-	-	1 *	1 *	1 *
Was in debt/ arrears with provider	2 *	-	2 3%	-	-	-	-	-	-	-	-	-
Only pay for what I use	2 *	-	* 1%	-	-	-	-	-	-	-	2 1%	-
Recommended by Price comparison	2 *	1 1%	-	-	-	-	-	-	-	1 *	-	-
Offered Boiler service/ breakdown cover	2 *	-	-	-	-	1 1%	-	1 1%	-	-	-	-
Have an association with the provider/ shares/ work for them	2 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-
Discounted shopping/ vouchers	2 *	-	-	-	-	1 1%	-	-	-	-	1 *	-
Group negotiation/ application	2 *	-	-	-	-	-	-	-	1 *	1 *	-	-
No standing charges	2 *	-	-	1 1%	-	-	* *	-	-	-	-	-
Already with supplier	2 *	-	-	1 *	1 1%	-	-	-	-	-	-	-
Direct Debit Discount	1 *	-	1 1%	-	-	-	-	-	-	-	1 *	-
Dual Fuel Discount	1 *	-	1 1%	* *	-	-	-	-	-	-	-	-
Other answers	4 *	-	-	1 *	-	-	-	-	2 1%	1 *	1 *	1 *
Nothing/ no reason	1 *	-	-	-	-	1 1%	-	-	-	-	-	-

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 20

**Q.11 For which of the following reasons, if any, did you choose the energy tariff that you are currently on?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
None of the above	144 8%	18 11%	1 2%	18 9%	8 5%	5 3%	15 12%	8 8%	11 6%	25 11%	22 9%	12 8%
Don't know	3 *	-	-	-	2 1%	-	-	-	-	1 *	-	-

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 21

**Q.12 To you best estimate, what is your average annual energy bill?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751	
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765	
£500 or under	(450) 8%	144 8%	69 8%	75 8%	15 12%	29 10%	28 9%	29 8%	17 6%	27 6%	35 7%	39 8%	21 6%	49 12%	25 10%	62 8%
£600 or under	(550) 9%	171 9%	85 9%	86 10%	16 13%	41 14%	35 11%	32 9%	22 7%	25 6%	41 8%	36 7%	38 10%	55 13%	18 7%	89 12%
£700 or under	(650) 7%	121 7%	58 6%	64 7%	11 8%	31 11%	23 7%	14 4%	15 5%	28 6%	25 5%	47 9%	18 5%	32 7%	22 9%	56 7%
£800 or under	(750) 7%	131 7%	65 7%	67 7%	13 10%	19 6%	15 5%	31 9%	24 8%	30 7%	37 7%	43 9%	23 6%	28 7%	17 7%	56 7%
£900 or under	(850) 8%	138 8%	66 7%	71 8%	2 2%	26 9%	33 11%	23 7%	17 6%	36 8%	34 7%	42 8%	34 9%	28 7%	23 9%	62 8%
£1000 or under	(950) 10%	181 10%	89 10%	92 10%	15 12%	36 12%	39 13%	29 9%	25 9%	37 8%	52 10%	43 9%	45 12%	41 10%	20 8%	89 12%
£1100 or under	(1050) 9%	157 9%	87 10%	70 8%	6 5%	14 5%	27 9%	37 11%	31 11%	42 10%	43 8%	51 10%	31 8%	32 7%	25 10%	60 8%
£1200 or under	(1150) 12%	214 12%	118 13%	96 11%	8 6%	31 10%	27 9%	45 13%	38 13%	64 15%	73 14%	53 11%	41 11%	47 11%	31 13%	82 11%
£1300 or under	(1250) 8%	135 8%	75 8%	61 7%	6 5%	12 4%	29 9%	24 7%	26 9%	38 9%	41 8%	32 6%	25 7%	38 9%	16 7%	51 7%
£1301 or above	(1350) 15%	273 15%	157 17%	116 13%	9 7%	33 11%	36 12%	46 13%	54 18%	96 22%	100 20%	70 14%	60 16%	43 10%	18 7%	100 13%
Don't know/ can't remember	136 8%	46 5%	91 10%	26 20%	27 9%	19 6%	29 8%	24 8%	13 3%	25 5%	42 9%	34 9%	35 8%	30 12%	60 8%	
Mean	944.67	963.74	923.92	827.74	868.32	915.97	944.24	995.10	1009.75	988.46	933.16	961.46	890.04	898.76	917.08	
Standard deviation	296.98	297.05	295.71	293.20	294.01	293.22	293.58	289.37	288.57	294.77	290.70	288.97	304.98	284.90	294.86	
Standard error	7.13	10.00	10.14	34.55	17.24	16.49	16.11	17.05	13.85	12.78	12.89	17.39	14.95	19.04	11.15	

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 21

**Q.12 To you best estimate, what is your average annual energy bill?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region												
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164	
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159	
£500 or under	(450) 8%	144 6%	10 10%	8 8%	16 5%	7 6%	10 7%	9 10%	10 10%	17 12%	27 9%	23 4%	7
£600 or under	(550) 9%	171 8%	13 7%	5 8%	16 6%	10 8%	13 11%	14 8%	7 10%	18 13%	30 12%	29 12%	15
£700 or under	(650) 7%	121 8%	13 11%	8 4%	7 4%	6 4%	13 8%	11 9%	7 8%	7 4%	17 7%	12 5%	20
£800 or under	(750) 7%	131 5%	8 7%	5 7%	8 4%	15 9%	8 5%	10 8%	9 9%	13 7%	15 7%	22 9%	18
£900 or under	(850) 8%	138 9%	16 9%	3 4%	8 4%	12 7%	10 6%	10 8%	3 3%	10 6%	20 8%	30 12%	16
£1000 or under	(950) 10%	181 8%	14 10%	7 10%	23 11%	25 15%	15 10%	12 10%	7 8%	19 10%	18 8%	22 9%	21
£1100 or under	(1050) 9%	157 12%	20 12%	9 12%	10 5%	14 9%	21 13%	8 7%	5 5%	14 8%	19 8%	24 10%	12
£1200 or under	(1150) 12%	214 12%	20 12%	10 13%	29 15%	22 13%	21 13%	11 9%	13 13%	27 15%	21 9%	24 9%	16
£1300 or under	(1250) 8%	135 6%	10 6%	6 8%	23 11%	13 8%	9 5%	11 9%	10 10%	11 6%	13 6%	22 9%	7
£1301 or above	(1350) 15%	273 17%	28 17%	7 9%	35 18%	32 19%	24 15%	18 15%	22 23%	27 15%	33 14%	32 13%	14
Don't know/ can't remember	136 8%	13 8%	7 9%	25 12%	9 5%	15 10%	9 8%	3 3%	15 8%	19 8%	9 4%	12 8%	
Mean	944.67	970.96	916.51	999.94	1006.45	963.88	928.38	979.65	944.56	890.70	917.96	892.76	
Standard deviation	296.98	289.09	292.39	303.93	273.02	286.89	300.73	320.29	304.20	312.93	294.96	263.25	
Standard error	7.13	23.93	35.99	21.65	23.24	23.66	26.27	31.87	23.75	20.86	18.19	21.14	

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 22

**Q.13 Compared to what you would consider average for your size of home, how would you describe your level of energy consumption at home?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
NET: Above average	408 23%	211 23%	197 22%	29 23%	74 25%	65 21%	75 22%	63 21%	102 23%	132 26%	109 22%	78 21%	89 21%	39 16%	189 25%
Well above average (+2)	66 4%	35 4%	31 3%	5 4%	16 5%	10 3%	12 3%	7 2%	16 4%	17 3%	18 4%	17 5%	14 3%	3 1%	29 4%
Above average (+1)	342 19%	176 19%	166 19%	25 19%	58 19%	55 18%	63 19%	56 19%	86 20%	114 23%	91 18%	61 16%	75 18%	36 15%	159 21%
About average (0)	878 49%	428 47%	450 51%	52 41%	132 44%	176 57%	163 48%	139 47%	216 50%	234 46%	256 51%	170 46%	219 51%	132 54%	355 46%
Below average (-1)	369 20%	203 22%	166 19%	18 14%	57 19%	47 15%	77 23%	73 25%	97 22%	111 22%	95 19%	82 22%	81 19%	44 18%	159 21%
Well below average (-2)	67 4%	39 4%	28 3%	10 8%	15 5%	12 4%	8 2%	10 4%	11 2%	18 3%	17 3%	16 4%	17 4%	11 4%	29 4%
NET: Below average	436 24%	242 26%	194 22%	29 23%	72 24%	59 19%	85 25%	83 29%	108 25%	128 25%	112 22%	98 27%	98 23%	54 22%	188 25%
Don't know/ can't remember/ unsure of how to work this out	80 4%	33 4%	47 5%	17 13%	20 7%	9 3%	17 5%	8 3%	10 2%	13 3%	21 4%	24 6%	22 5%	19 8%	34 4%
Mean	-0.02	-0.04	0.01	-0.04	0.01	0.01	-0.02	-0.09	*	0.01	*	-0.06	-0.03	-0.10	*
Standard deviation	0.85	0.88	0.82	0.97	0.93	0.80	0.83	0.83	0.83	0.86	0.83	0.89	0.83	0.76	0.87
Standard error	0.02	0.03	0.03	0.11	0.05	0.04	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.03

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 22

**Q.13 Compared to what you would consider average for your size of home, how would you describe your level of energy consumption at home?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
NET: Above average	408 23%	28 17%	21 29%	55 27%	39 23%	39 25%	32 25%	23 24%	41 23%	49 21%	61 24%	22 14%
Well above average	(+2) 66 4%	5 3%	1 2%	9 5%	6 4%	8 5%	2 2%	5 5%	9 5%	14 6%	5 2%	1 1%
Above average	(+1) 342 19%	23 14%	20 27%	46 23%	32 19%	31 20%	29 24%	18 18%	32 18%	35 15%	56 23%	20 13%
About average	(0) 878 49%	85 52%	34 46%	89 44%	87 53%	80 51%	55 44%	49 51%	85 47%	113 49%	121 49%	79 50%
Below average	(-1) 369 20%	36 22%	11 15%	35 18%	31 18%	35 22%	25 20%	17 18%	41 23%	47 20%	49 20%	43 27%
Well below average	(-2) 67 4%	7 4%	4 5%	8 4%	3 2%	2 1%	7 5%	3 3%	8 5%	9 4%	11 4%	6 4%
NET: Below average	436 24%	43 26%	15 20%	43 22%	34 20%	37 23%	32 25%	20 20%	49 27%	56 24%	60 24%	49 31%
Don't know/ can't remember/ unsure of how to work this out	80 4%	9 5%	4 5%	14 7%	6 3%	2 1%	6 5%	5 5%	4 2%	15 6%	8 3%	9 6%
Mean	-0.02	-0.12	0.06	0.07	0.05	0.05	-0.04	0.06	-0.04	-0.01	-0.02	-0.22
Standard deviation	0.85	0.83	0.86	0.89	0.80	0.83	0.87	0.85	0.90	0.89	0.83	0.76
Standard error	0.02	0.07	0.10	0.06	0.07	0.07	0.07	0.08	0.07	0.06	0.05	0.06



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 23

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**Summary**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

		Energy Supplier					
		a) One of the "big six" energy suppliers (e.g. British Gas, nPower)	b) A supermarket (e.g. Marks and Spencer, Sainsbury's)	c) A company owned by its employees or customers (e.g. the Co-op, John Lewis, Nationwide)	d) A price comparison service (e.g. USwitch, Moneysupermarke t.com)	e) Your local council	f) A DIY retailer (e.g. Wickes, B&Q)
Unweighted base		1864	1864	1864	1864	1864	1864
Weighted base		1802	1802	1802	1802	1802	1802
Trust a great deal							
	(10)	72 4%	46 3%	90 5%	122 7%	44 2%	30 2%
	(9)	89 5%	67 4%	128 7%	197 11%	80 4%	46 3%
	(8)	218 12%	180 10%	271 15%	316 18%	155 9%	119 7%
	(7)	205 11%	216 12%	305 17%	301 17%	216 12%	136 8%
	(6)	226 13%	242 13%	242 13%	221 12%	223 12%	220 12%
	(5)	339 19%	437 24%	383 21%	320 18%	366 20%	413 23%
	(4)	139 8%	165 9%	118 7%	97 5%	168 9%	216 12%
	(3)	111 6%	123 7%	78 4%	74 4%	137 8%	142 8%
	(2)	107 6%	106 6%	61 3%	51 3%	107 6%	180 10%
	(1)	100 6%	71 4%	39 2%	39 2%	87 5%	106 6%
Do not trust at all							
	(0)	196 11%	148 8%	87 5%	63 4%	218 12%	195 11%
NET: 8-10		379 21%	294 16%	490 27%	635 35%	280 16%	195 11%
NET: 4-7		908 50%	1060 59%	1048 58%	939 52%	973 54%	984 55%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 23

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**Summary**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Energy Supplier					
	a) One of the "big six" energy suppliers (e.g. British Gas, nPower)	b) A supermarket (e.g. Marks and Spencer, Sainsbury's)	c) A company owned by its employees or customers (e.g. the Co-op, John Lewis, Nationwide)	d) A price comparison service (e.g. USwitch, Moneysupermarke t.com)	e) Your local council	f) A DIY retailer (e.g. Wickes, B&Q)
Weighted base	1802	1802	1802	1802	1802	1802
NET: 0-3	514 29%	448 25%	264 15%	228 13%	550 31%	623 35%
Mean	4.97	4.98	5.88	6.27	4.70	4.30
Standard deviation	2.82	2.52	2.42	2.43	2.71	2.52
Standard error	0.07	0.06	0.06	0.06	0.06	0.06

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 24

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**a) One of the "big six" energy suppliers (e.g. British Gas, nPower)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

		Gender		Age						Social Grade				Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base		1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base		1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Trust a great deal	(10)	72 4%	26 3%	46 5%	18 14%	16 5%	19 6%	9 3%	5 2%	7 2%	18 4%	15 3%	14 4%	25 6%	15 6%	36 5%
	(9)	89 5%	45 5%	44 5%	13 10%	15 5%	14 4%	13 4%	17 6%	17 4%	27 5%	28 6%	18 5%	16 4%	17 7%	34 4%
	(8)	218 12%	101 11%	117 13%	13 10%	54 18%	43 14%	36 10%	28 9%	45 10%	61 12%	65 13%	51 14%	41 10%	29 12%	98 13%
	(7)	205 11%	100 11%	105 12%	7 5%	34 12%	40 13%	40 12%	44 15%	40 9%	64 13%	55 11%	34 9%	53 12%	38 16%	80 10%
	(6)	226 13%	121 13%	104 12%	13 10%	41 14%	38 12%	38 11%	45 16%	51 12%	73 14%	54 11%	47 13%	52 12%	32 13%	90 12%
	(5)	339 19%	158 17%	181 20%	30 24%	46 15%	59 19%	66 19%	41 14%	96 22%	101 20%	89 18%	71 19%	77 18%	37 15%	158 21%
	(4)	139 8%	78 9%	61 7%	8 6%	23 8%	18 6%	28 8%	27 9%	35 8%	38 8%	42 8%	24 6%	34 8%	16 7%	56 7%
	(3)	111 6%	51 6%	60 7%	6 5%	13 4%	18 6%	22 7%	16 6%	35 8%	32 6%	33 7%	24 6%	22 5%	11 4%	53 7%
	(2)	107 6%	56 6%	51 6%	4 3%	14 5%	16 5%	20 6%	22 7%	30 7%	28 5%	41 8%	19 5%	19 4%	18 7%	42 5%
	(1)	100 6%	57 6%	43 5%	6 5%	17 6%	15 5%	19 6%	19 6%	24 6%	27 5%	29 6%	21 6%	23 5%	13 5%	42 6%
Do not trust at all	(0)	196 11%	119 13%	77 9%	8 7%	24 8%	30 10%	49 14%	30 10%	54 12%	38 8%	45 9%	47 13%	66 15%	19 8%	77 10%
NET: 8-10		379 21%	173 19%	207 23%	44 35%	85 29%	75 24%	57 17%	49 17%	68 16%	106 21%	108 22%	83 22%	83 19%	61 25%	168 22%
NET: 4-7		908 50%	458 50%	451 51%	58 45%	144 48%	156 50%	172 51%	156 53%	222 51%	275 54%	240 48%	176 48%	216 50%	124 51%	383 50%
NET: 0-3		514 29%	283 31%	231 26%	25 20%	69 23%	79 26%	111 33%	87 30%	144 33%	125 25%	149 30%	111 30%	130 30%	60 25%	214 28%
Mean		4.97	4.74	5.20	5.86	5.44	5.26	4.60	4.85	4.55	5.19	4.94	4.90	4.80	5.42	5.02

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 24

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**a) One of the "big six" energy suppliers (e.g. British Gas, nPower)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Standard deviation	2.82	2.85	2.76	2.97	2.80	2.83	2.83	2.74	2.70	2.65	2.78	2.89	2.98	2.82	2.80
Standard error	0.07	0.09	0.09	0.32	0.16	0.15	0.15	0.16	0.13	0.11	0.12	0.17	0.14	0.18	0.10

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 24

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**a) One of the "big six" energy suppliers (e.g. British Gas, nPower)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Total	Region											
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164	
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159	
Trust a great deal	(10)	72	2	4	9	5	10	4	2	4	8	18	5
		4%	1%	5%	5%	3%	6%	3%	2%	2%	4%	7%	3%
	(9)	89	8	-	13	2	18	4	2	8	13	15	6
		5%	5%	-	7%	1%	11%	4%	2%	4%	5%	6%	4%
	(8)	218	19	8	27	21	25	10	12	22	27	25	22
		12%	12%	11%	13%	13%	16%	8%	12%	12%	11%	10%	14%
	(7)	205	17	17	21	24	16	15	11	16	24	23	22
		11%	10%	22%	10%	14%	10%	12%	12%	9%	10%	9%	14%
	(6)	226	21	6	25	18	22	18	10	21	26	36	23
		13%	13%	8%	13%	11%	14%	15%	10%	12%	11%	14%	14%
	(5)	339	34	11	43	33	19	26	23	36	36	51	26
		19%	21%	15%	21%	20%	12%	21%	23%	20%	16%	21%	17%
	(4)	139	16	4	10	20	18	5	6	15	22	10	13
		8%	10%	5%	5%	12%	12%	4%	6%	8%	9%	4%	8%
	(3)	111	11	4	8	14	5	6	4	12	15	19	13
		6%	7%	5%	4%	9%	3%	5%	4%	7%	6%	8%	8%
	(2)	107	13	8	11	4	6	7	7	14	16	14	8
		6%	8%	11%	5%	2%	4%	6%	7%	8%	7%	6%	5%
	(1)	100	11	8	6	7	7	8	7	9	20	9	8
		6%	7%	11%	3%	4%	5%	6%	8%	5%	8%	4%	5%
Do not trust at all	(0)	196	12	5	27	17	13	19	12	22	27	29	14
		11%	7%	6%	14%	10%	8%	15%	13%	12%	12%	12%	9%
NET: 8-10		379	30	12	49	29	53	19	16	35	48	57	33
		21%	18%	16%	25%	17%	33%	15%	16%	19%	21%	23%	21%
NET: 4-7		908	88	37	99	95	75	65	49	88	107	121	84
		50%	53%	50%	50%	57%	48%	53%	52%	49%	46%	48%	53%
NET: 0-3		514	47	25	52	42	31	40	31	57	77	71	42
		29%	29%	34%	26%	25%	19%	32%	32%	32%	33%	29%	26%
Mean		4.97	4.86	4.86	5.14	4.96	5.70	4.63	4.56	4.72	4.71	5.13	5.14

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 24

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**a) One of the “big six” energy suppliers (e.g. British Gas, nPower)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Standard deviation	2.82	2.59	2.83	2.93	2.60	2.85	2.87	2.77	2.79	2.92	2.92	2.68
Standard error	0.07	0.21	0.33	0.20	0.22	0.23	0.24	0.27	0.21	0.19	0.18	0.21

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 25

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**b) A supermarket (e.g. Marks and Spencer, Sainsbury's)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Trust a great deal															
(10)	46 3%	23 2%	24 3%	7 5%	9 3%	6 2%	10 3%	7 2%	7 2%	11 2%	9 2%	11 3%	16 4%	6 2%	21 3%
(9)	67 4%	40 4%	27 3%	9 7%	11 4%	20 6%	9 3%	13 4%	5 1%	21 4%	17 3%	20 5%	10 2%	21 9%	31 4%
(8)	180 10%	94 10%	86 10%	14 11%	41 14%	37 12%	33 10%	20 7%	35 8%	56 11%	47 9%	44 12%	33 8%	29 12%	96 13%
(7)	216 12%	117 13%	99 11%	10 8%	39 13%	40 13%	43 13%	42 15%	41 9%	74 15%	53 11%	35 9%	54 12%	31 13%	87 11%
(6)	242 13%	115 13%	127 14%	22 17%	45 15%	52 17%	37 11%	40 14%	47 11%	72 14%	77 15%	44 12%	48 11%	34 14%	113 15%
(5)	437 24%	203 22%	234 26%	34 27%	63 21%	69 22%	97 29%	63 21%	112 26%	111 22%	125 25%	81 22%	120 28%	55 23%	173 23%
(4)	165 9%	89 10%	76 9%	5 4%	29 10%	21 7%	28 8%	28 9%	54 12%	41 8%	46 9%	33 9%	46 11%	21 8%	68 9%
(3)	123 7%	74 8%	49 6%	13 11%	21 7%	24 8%	12 4%	19 6%	33 8%	34 7%	36 7%	25 7%	28 7%	17 7%	54 7%
(2)	106 6%	48 5%	58 7%	2 2%	19 7%	10 3%	19 6%	23 8%	32 7%	35 7%	31 6%	15 4%	26 6%	11 5%	35 5%
(1)	71 4%	38 4%	33 4%	2 2%	8 3%	5 2%	22 6%	12 4%	22 5%	21 4%	22 4%	19 5%	9 2%	6 2%	36 5%
Do not trust at all															
(0)	148 8%	73 8%	75 8%	8 6%	12 4%	25 8%	30 9%	25 9%	48 11%	29 6%	36 7%	43 12%	39 9%	14 6%	51 7%
NET: 8-10	294 16%	157 17%	137 15%	30 23%	62 21%	63 20%	52 15%	40 14%	47 11%	88 17%	73 15%	75 20%	59 14%	55 23%	149 19%
NET: 4-7	1060 59%	524 57%	536 60%	71 56%	176 59%	182 59%	204 60%	173 59%	254 58%	299 59%	300 60%	193 52%	267 62%	140 57%	441 58%
NET: 0-3	448 25%	233 25%	215 24%	26 20%	61 20%	65 21%	83 24%	80 27%	134 31%	119 24%	125 25%	102 27%	103 24%	49 20%	175 23%
Mean	4.98	5.01	4.95	5.52	5.39	5.35	4.89	4.86	4.43	5.17	4.91	4.90	4.90	5.45	5.17

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 25

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**b) A supermarket (e.g. Marks and Spencer, Sainsbury's)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Standard deviation	2.52	2.54	2.49	2.49	2.36	2.48	2.57	2.56	2.47	2.45	2.42	2.76	2.48	2.47	2.50
Standard error	0.06	0.08	0.08	0.27	0.13	0.13	0.14	0.15	0.12	0.10	0.10	0.16	0.12	0.16	0.09



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 25

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**b) A supermarket (e.g. Marks and Spencer, Sainsbury's)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Total	Region											
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164	
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159	
Trust a great deal	(10)	46	5	*	8	2	8	4	2	6	3	2	5
		3%	3%	1%	4%	1%	5%	4%	2%	3%	1%	1%	3%
	(9)	67	3	2	8	6	10	7	2	7	13	5	3
		4%	2%	2%	4%	4%	7%	6%	3%	4%	6%	2%	2%
	(8)	180	15	5	24	14	17	8	9	15	23	34	15
		10%	9%	7%	12%	9%	11%	6%	10%	8%	10%	14%	10%
	(7)	216	20	10	23	17	13	18	12	23	28	24	28
		12%	12%	13%	12%	10%	8%	14%	12%	13%	12%	10%	18%
	(6)	242	23	7	28	25	20	19	10	22	35	33	20
		13%	14%	10%	14%	15%	13%	15%	10%	12%	15%	13%	12%
	(5)	437	41	24	45	37	37	23	25	46	62	61	37
		24%	25%	33%	22%	22%	24%	19%	26%	26%	27%	25%	23%
	(4)	165	14	8	15	20	14	8	11	16	23	19	18
		9%	9%	10%	8%	12%	9%	7%	12%	9%	10%	8%	11%
	(3)	123	7	5	11	13	7	8	9	18	14	17	15
		7%	4%	7%	6%	8%	5%	6%	9%	10%	6%	7%	9%
	(2)	106	13	3	12	7	10	10	7	8	9	20	7
		6%	8%	5%	6%	4%	6%	8%	4%	4%	4%	8%	4%
	(1)	71	8	1	8	5	9	5	2	6	7	13	6
		4%	5%	2%	4%	3%	6%	4%	2%	3%	3%	5%	4%
Do not trust at all	(0)	148	15	8	19	19	13	14	7	12	14	19	6
		8%	9%	11%	9%	12%	8%	11%	7%	7%	6%	8%	4%
NET: 8-10		294	23	7	39	23	35	19	14	29	40	42	23
		16%	14%	10%	20%	14%	22%	15%	14%	16%	17%	17%	14%
NET: 4-7		1060	98	49	110	98	84	68	57	107	148	137	103
		59%	60%	66%	55%	60%	53%	55%	60%	60%	64%	55%	65%
NET: 0-3		448	43	18	50	44	39	37	25	44	44	70	33
		25%	26%	24%	25%	27%	25%	30%	26%	24%	19%	28%	21%
Mean		4.98	4.82	4.68	5.07	4.72	5.10	4.87	4.88	5.09	5.23	4.81	5.23

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 25

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**b) A supermarket (e.g. Marks and Spencer, Sainsbury's)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Standard deviation	2.52	2.56	2.37	2.67	2.54	2.74	2.76	2.40	2.46	2.35	2.49	2.26
Standard error	0.06	0.20	0.28	0.18	0.21	0.22	0.23	0.23	0.18	0.15	0.15	0.18

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 26

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**c) A company owned by its employees or customers (e.g. the Co-op, John Lewis, Nationwide)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Trust a great deal															
(10)	90	49	41	6	12	21	14	19	17	27	19	23	21	12	37
	5%	5%	5%	5%	4%	7%	4%	7%	4%	5%	4%	6%	5%	5%	5%
(9)	128	72	57	8	27	29	16	26	23	51	36	21	21	34	53
	7%	8%	6%	6%	9%	9%	5%	9%	5%	10%	7%	6%	5%	14%	7%
(8)	271	166	105	15	50	38	49	44	75	94	75	63	39	39	130
	15%	18%	12%	12%	17%	12%	15%	15%	17%	19%	15%	17%	9%	16%	17%
(7)	305	167	137	11	44	53	62	57	78	83	95	56	71	39	126
	17%	18%	15%	9%	15%	17%	18%	20%	18%	16%	19%	15%	17%	16%	16%
(6)	242	112	130	20	45	42	43	30	62	64	66	48	63	30	101
	13%	12%	15%	16%	15%	14%	13%	10%	14%	13%	13%	13%	15%	12%	13%
(5)	383	174	210	30	63	68	81	57	84	88	103	75	117	44	157
	21%	19%	24%	23%	21%	22%	24%	20%	19%	17%	21%	20%	27%	18%	21%
(4)	118	58	60	7	22	23	18	17	30	32	32	24	30	17	49
	7%	6%	7%	6%	7%	8%	5%	6%	7%	6%	6%	7%	7%	7%	6%
(3)	78	40	38	10	12	13	17	6	20	21	18	20	19	10	38
	4%	4%	4%	7%	4%	4%	5%	2%	5%	4%	4%	6%	4%	4%	5%
(2)	61	24	36	5	9	10	12	15	10	11	20	13	18	9	23
	3%	3%	4%	4%	3%	3%	3%	5%	2%	2%	4%	3%	4%	4%	3%
(1)	39	17	23	4	7	3	9	5	12	15	14	4	7	2	21
	2%	2%	3%	3%	2%	1%	3%	2%	3%	3%	3%	1%	2%	1%	3%
Do not trust at all															
(0)	87	35	52	10	8	7	19	17	25	21	20	22	23	9	30
	5%	4%	6%	8%	3%	2%	6%	6%	6%	4%	4%	6%	5%	3%	4%
NET: 8-10	490	287	202	29	88	88	79	89	115	172	130	107	80	84	221
	27%	31%	23%	23%	30%	28%	23%	30%	27%	34%	26%	29%	19%	35%	29%
NET: 4-7	1048	511	537	68	174	187	203	162	254	267	296	204	282	130	433
	58%	56%	60%	54%	58%	60%	60%	55%	58%	53%	59%	55%	66%	53%	57%
NET: 0-3	264	116	149	29	36	34	57	42	66	67	72	58	67	29	112
	15%	13%	17%	23%	12%	11%	17%	14%	15%	13%	14%	16%	16%	12%	15%
Mean	5.88	6.12	5.62	5.34	6.03	6.14	5.67	6.03	5.81	6.15	5.87	5.88	5.56	6.24	5.94

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 26

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**c) A company owned by its employees or customers (e.g. the Co-op, John Lewis, Nationwide)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Standard deviation	2.42	2.36	2.47	2.65	2.28	2.27	2.43	2.55	2.43	2.45	2.37	2.50	2.35	2.38	2.39
Standard error	0.06	0.08	0.08	0.28	0.13	0.12	0.13	0.15	0.11	0.10	0.10	0.14	0.11	0.15	0.09

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 26

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**c) A company owned by its employees or customers (e.g. the Co-op, John Lewis, Nationwide)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Total	Region											
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164	
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159	
Trust a great deal	(10)	90	9	3	10	8	8	12	5	7	13	6	10
		5%	6%	4%	5%	5%	5%	9%	5%	4%	6%	3%	6%
	(9)	128	10	3	18	8	15	6	5	13	21	20	10
		7%	6%	4%	9%	5%	10%	5%	5%	7%	9%	8%	6%
	(8)	271	18	14	24	31	28	10	13	35	33	40	26
		15%	11%	19%	12%	18%	18%	8%	14%	19%	14%	16%	16%
	(7)	305	27	6	31	24	23	20	16	42	39	46	31
		17%	16%	8%	15%	15%	15%	16%	17%	23%	17%	18%	20%
	(6)	242	24	16	28	21	25	18	11	17	30	27	25
		13%	15%	22%	14%	12%	16%	14%	12%	9%	13%	11%	16%
	(5)	383	41	16	35	30	28	24	23	37	52	57	40
		21%	25%	22%	17%	18%	18%	20%	24%	21%	23%	23%	25%
	(4)	118	16	7	18	16	10	6	5	11	10	13	5
		7%	10%	9%	9%	10%	6%	5%	5%	6%	4%	5%	3%
	(3)	78	8	1	10	9	2	8	3	8	8	16	3
		4%	5%	2%	5%	6%	1%	6%	3%	5%	4%	6%	2%
	(2)	61	4	1	9	5	11	5	5	3	8	6	3
		3%	3%	1%	4%	3%	7%	4%	5%	2%	4%	3%	2%
	(1)	39	3	1	5	2	1	4	4	2	6	6	4
		2%	2%	2%	2%	1%	1%	4%	5%	1%	2%	2%	2%
Do not trust at all	(0)	87	4	6	14	12	6	11	5	4	11	12	2
		5%	3%	8%	7%	7%	4%	9%	5%	3%	5%	5%	1%
NET: 8-10		490	37	20	52	46	52	27	23	54	67	66	45
		27%	23%	26%	26%	28%	33%	22%	24%	30%	29%	27%	28%
NET: 4-7		1048	108	45	111	90	86	69	55	106	132	143	101
		58%	66%	61%	55%	55%	55%	55%	58%	59%	57%	58%	64%
NET: 0-3		264	19	9	37	29	20	28	17	18	33	39	12
		15%	12%	12%	19%	18%	13%	23%	18%	10%	14%	16%	8%
Mean		5.88	5.84	5.67	5.65	5.65	6.11	5.48	5.62	6.23	5.98	5.83	6.29

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 26

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**c) A company owned by its employees or customers (e.g. the Co-op, John Lewis, Nationwide)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Standard deviation	2.42	2.21	2.43	2.62	2.57	2.39	2.79	2.56	2.15	2.48	2.37	2.07
Standard error	0.06	0.18	0.28	0.18	0.21	0.19	0.24	0.25	0.16	0.16	0.14	0.16

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 27

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**d) A price comparison service (e.g. USwitch, Moneysupermarket.com)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

		Gender		Age						Social Grade				Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base		1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base		1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Trust a great deal	(10)	122 7%	45 5%	76 9%	9 7%	23 8%	27 9%	23 7%	17 6%	23 5%	25 5%	32 6%	33 9%	32 8%	19 8%	52 7%
	(9)	197 11%	112 12%	85 10%	15 12%	42 14%	39 13%	30 9%	35 12%	35 8%	63 12%	59 12%	37 10%	37 9%	31 13%	98 13%
	(8)	316 18%	163 18%	153 17%	9 7%	51 17%	56 18%	68 20%	54 18%	79 18%	98 19%	85 17%	66 18%	67 16%	49 20%	131 17%
	(7)	301 17%	155 17%	145 16%	10 8%	51 17%	64 21%	54 16%	55 19%	66 15%	85 17%	86 17%	67 18%	63 15%	41 17%	134 17%
	(6)	221 12%	119 13%	102 12%	24 19%	32 11%	48 16%	39 12%	36 12%	42 10%	65 13%	60 12%	41 11%	56 13%	37 15%	92 12%
	(5)	320 18%	157 17%	163 18%	31 25%	45 15%	50 16%	66 19%	40 14%	88 20%	86 17%	81 16%	61 16%	93 22%	34 14%	130 17%
	(4)	97 5%	52 6%	45 5%	5 4%	21 7%	7 2%	13 4%	14 5%	38 9%	31 6%	27 5%	17 5%	22 5%	12 5%	30 4%
	(3)	74 4%	39 4%	35 4%	6 5%	9 3%	8 3%	15 5%	12 4%	23 5%	18 4%	23 5%	8 2%	26 6%	5 2%	31 4%
	(2)	51 3%	20 2%	31 4%	9 7%	9 3%	3 1%	10 3%	13 5%	7 2%	13 3%	15 3%	14 4%	10 2%	8 3%	23 3%
	(1)	39 2%	22 2%	16 2%	4 3%	10 3%	1 *	5 1%	7 2%	12 3%	12 2%	14 3%	7 2%	6 1%	3 1%	19 2%
Do not trust at all	(0)	63 4%	28 3%	36 4%	5 4%	6 2%	5 2%	16 5%	10 3%	22 5%	11 2%	16 3%	20 5%	17 4%	5 2%	27 3%
NET: 8-10		635 35%	321 35%	314 35%	32 25%	116 39%	122 40%	121 36%	106 36%	137 32%	186 37%	176 35%	136 37%	137 32%	99 40%	280 37%
NET: 4-7		939 52%	483 53%	456 51%	71 56%	149 50%	169 55%	173 51%	145 49%	234 54%	267 53%	254 51%	185 50%	234 55%	124 51%	385 50%
NET: 0-3		228 13%	110 12%	118 13%	24 19%	34 11%	18 6%	46 14%	42 14%	64 15%	54 11%	68 14%	48 13%	58 14%	22 9%	100 13%
Mean		6.27	6.29	6.26	5.72	6.46	6.85	6.22	6.30	5.93	6.37	6.27	6.32	6.13	6.62	6.34

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 27

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**d) A price comparison service (e.g. USwitch, Moneysupermarket.com)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Standard deviation	2.43	2.36	2.50	2.55	2.43	2.03	2.47	2.46	2.50	2.29	2.45	2.58	2.41	2.27	2.46
Standard error	0.06	0.08	0.08	0.27	0.14	0.11	0.13	0.14	0.12	0.10	0.10	0.15	0.11	0.14	0.09



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 27

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**d) A price comparison service (e.g. USwitch, Moneysupermarket.com)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Total	Region											
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164	
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159	
Trust a great deal	(10)	122	9	9	11	9	18	9	6	12	16	11	13
		7%	5%	12%	6%	5%	11%	7%	6%	7%	7%	5%	8%
	(9)	197	20	3	16	19	25	17	11	19	19	23	24
		11%	12%	5%	8%	11%	16%	14%	12%	11%	8%	9%	15%
	(8)	316	31	14	47	35	30	15	14	33	38	39	21
		18%	19%	18%	23%	21%	19%	12%	14%	19%	17%	16%	13%
	(7)	301	27	9	36	31	19	17	23	29	50	37	23
		17%	16%	12%	18%	19%	12%	14%	24%	16%	21%	15%	14%
	(6)	221	18	8	28	21	14	15	11	15	29	41	22
		12%	11%	10%	14%	12%	9%	12%	11%	9%	13%	16%	14%
	(5)	320	30	22	26	21	20	24	13	38	40	52	34
		18%	18%	30%	13%	13%	13%	19%	13%	21%	17%	21%	21%
	(4)	97	10	2	5	10	13	8	5	12	13	12	5
		5%	6%	3%	3%	6%	8%	6%	6%	7%	6%	5%	3%
	(3)	74	7	4	11	5	6	5	5	9	9	7	7
		4%	4%	6%	6%	3%	4%	4%	5%	5%	4%	3%	4%
	(2)	51	4	*	5	4	2	6	2	4	8	8	7
		3%	2%	1%	2%	3%	1%	5%	2%	2%	3%	3%	5%
	(1)	39	2	1	4	6	4	4	3	2	2	8	1
		2%	1%	2%	2%	3%	2%	3%	3%	1%	1%	3%	1%
Do not trust at all	(0)	63	6	1	10	5	7	6	4	4	8	10	2
		4%	4%	1%	5%	3%	4%	5%	4%	2%	3%	4%	2%
NET: 8-10		635	59	26	74	63	74	40	31	64	73	73	58
		35%	36%	35%	37%	38%	47%	33%	32%	36%	31%	29%	36%
NET: 4-7		939	85	41	96	83	66	63	52	95	132	142	83
		52%	52%	55%	48%	50%	42%	51%	54%	53%	57%	57%	52%
NET: 0-3		228	20	7	30	20	19	21	13	20	27	34	18
		13%	12%	10%	15%	12%	12%	17%	13%	11%	12%	13%	11%
Mean		6.27	6.27	6.38	6.25	6.37	6.60	5.99	6.30	6.31	6.26	5.99	6.46

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 27

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**d) A price comparison service (e.g. USwitch, Moneysupermarket.com)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Standard deviation	2.43	2.40	2.25	2.50	2.40	2.65	2.66	2.44	2.32	2.32	2.42	2.32
Standard error	0.06	0.19	0.26	0.17	0.20	0.21	0.22	0.24	0.17	0.15	0.15	0.18

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 28

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**e) Your local council**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

		Gender		Age						Social Grade				Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base		1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base		1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Trust a great deal	(10)	44 2%	22 2%	22 2%	8 7%	10 3%	8 3%	3 1%	8 3%	7 2%	10 2%	7 1%	12 3%	15 4%	6 2%	19 2%
	(9)	80 4%	48 5%	33 4%	11 8%	19 6%	7 2%	11 3%	8 3%	24 6%	32 6%	18 4%	16 4%	15 3%	13 5%	35 5%
	(8)	155 9%	82 9%	73 8%	8 7%	26 9%	30 10%	21 6%	37 13%	33 7%	52 10%	48 10%	25 7%	30 7%	19 8%	58 8%
	(7)	216 12%	126 14%	89 10%	10 8%	57 19%	36 11%	42 12%	35 12%	35 8%	66 13%	62 13%	42 11%	45 10%	34 14%	104 14%
	(6)	223 12%	103 11%	120 13%	17 13%	47 16%	40 13%	37 11%	30 10%	53 12%	61 12%	55 11%	51 14%	57 13%	39 16%	91 12%
	(5)	366 20%	174 19%	192 22%	32 26%	41 14%	71 23%	80 24%	55 19%	87 20%	97 19%	107 22%	69 19%	92 22%	52 21%	162 21%
	(4)	168 9%	83 9%	85 10%	10 8%	21 7%	27 9%	30 9%	28 10%	52 12%	45 9%	46 9%	38 10%	39 9%	18 7%	71 9%
	(3)	137 8%	64 7%	73 8%	7 6%	24 8%	20 7%	32 10%	16 5%	38 9%	36 7%	42 9%	26 7%	33 8%	20 8%	51 7%
	(2)	107 6%	50 5%	57 6%	5 4%	16 5%	24 8%	12 3%	21 7%	29 7%	30 6%	29 6%	21 6%	27 6%	7 3%	36 5%
	(1)	87 5%	46 5%	41 5%	5 4%	13 4%	16 5%	19 6%	14 5%	20 5%	26 5%	20 4%	24 7%	16 4%	17 7%	37 5%
Do not trust at all	(0)	218 12%	115 13%	103 12%	12 9%	26 9%	29 10%	53 16%	41 14%	57 13%	51 10%	63 13%	45 12%	60 14%	19 8%	101 13%
NET: 8-10		280 16%	152 17%	127 14%	27 21%	54 18%	46 15%	36 10%	53 18%	64 15%	94 19%	72 14%	53 14%	60 14%	37 15%	112 15%
NET: 4-7		973 54%	487 53%	486 55%	70 56%	166 56%	174 56%	188 55%	148 51%	227 52%	269 53%	270 54%	201 54%	233 54%	143 59%	428 56%
NET: 0-3		550 31%	275 30%	275 31%	29 23%	78 26%	90 29%	117 34%	92 31%	144 33%	143 28%	155 31%	116 31%	136 32%	64 26%	225 29%
Mean		4.70	4.77	4.63	5.22	5.23	4.74	4.33	4.65	4.48	4.93	4.62	4.63	4.58	5.00	4.71

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 28

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**e) Your local council**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Standard deviation	2.71	2.77	2.65	2.76	2.69	2.59	2.67	2.82	2.69	2.71	2.65	2.75	2.75	2.58	2.73
Standard error	0.06	0.09	0.09	0.30	0.15	0.14	0.14	0.16	0.13	0.11	0.11	0.16	0.13	0.16	0.10

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 28

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**e) Your local council**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Total	Region										
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Trust a great deal	(10) 44 2%	5 3%	1 2%	3 1%	4 2%	7 4%	5 4%	2 2%	3 2%	8 3%	3 1%	5 3%
	(9) 80 4%	7 5%	1 2%	8 4%	6 3%	3 2%	4 3%	4 4%	12 7%	16 7%	15 6%	4 2%
	(8) 155 9%	13 8%	9 13%	13 7%	16 9%	12 8%	9 7%	9 10%	20 11%	19 8%	24 9%	11 7%
	(7) 216 12%	20 12%	3 4%	32 16%	10 6%	22 14%	17 14%	14 15%	25 14%	37 16%	21 8%	15 10%
	(6) 223 12%	27 16%	11 15%	22 11%	20 12%	18 12%	12 9%	14 14%	21 12%	23 10%	35 14%	20 13%
	(5) 366 20%	42 26%	20 26%	30 15%	36 21%	30 19%	27 22%	18 19%	35 19%	38 16%	54 22%	38 24%
	(4) 168 9%	13 8%	6 9%	20 10%	14 9%	22 14%	5 4%	9 9%	21 12%	20 9%	25 10%	12 8%
	(3) 137 8%	9 6%	6 7%	17 8%	19 11%	13 8%	13 10%	3 3%	11 6%	19 8%	19 8%	9 6%
	(2) 107 6%	7 4%	3 4%	19 9%	8 5%	11 7%	4 3%	8 9%	11 6%	16 7%	11 4%	9 5%
	(1) 87 5%	8 5%	3 4%	6 3%	10 6%	7 4%	8 6%	5 5%	9 5%	10 4%	10 4%	12 7%
Do not trust at all	(0) 218 12%	13 8%	11 15%	30 15%	24 14%	13 8%	21 17%	11 11%	12 7%	27 12%	33 13%	24 15%
NET: 8-10	280 16%	25 15%	12 16%	24 12%	25 15%	22 14%	17 14%	15 15%	35 20%	43 19%	41 16%	19 12%
NET: 4-7	973 54%	102 62%	40 54%	104 52%	80 48%	92 58%	62 50%	55 57%	101 56%	117 51%	136 55%	86 54%
NET: 0-3	550 31%	38 23%	22 30%	72 36%	61 37%	45 28%	45 36%	26 27%	43 24%	72 31%	72 29%	54 34%
Mean	4.70	5.05	4.52	4.44	4.35	4.81	4.47	4.81	5.11	4.90	4.69	4.36

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 28

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**e) Your local council**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Standard deviation	2.71	2.51	2.66	2.77	2.74	2.57	2.90	2.70	2.57	2.84	2.68	2.78
Standard error	0.06	0.20	0.31	0.19	0.23	0.20	0.24	0.26	0.19	0.18	0.16	0.22

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 29

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**f) A DIY retailer (e.g. Wickes, B&Q)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

		Gender		Age						Social Grade				Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base		1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base		1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Trust a great deal	(10)	30 2%	11 1%	19 2%	5 4%	6 2%	4 1%	5 1%	5 2%	5 1%	4 1%	6 1%	11 3%	9 2%	7 3%	11 1%
	(9)	46 3%	28 3%	17 2%	10 8%	12 4%	10 3%	4 1%	3 1%	6 1%	16 3%	14 3%	9 2%	6 1%	14 6%	19 3%
	(8)	119 7%	78 9%	41 5%	7 5%	21 7%	29 9%	33 10%	17 6%	11 3%	27 5%	36 7%	38 10%	18 4%	22 9%	69 9%
	(7)	136 8%	75 8%	61 7%	9 7%	33 11%	27 9%	27 8%	22 7%	18 4%	42 8%	33 7%	26 7%	36 8%	25 10%	53 7%
	(6)	220 12%	105 11%	115 13%	14 11%	43 14%	48 15%	36 11%	40 14%	38 9%	56 11%	62 13%	40 11%	61 14%	33 14%	95 12%
	(5)	413 23%	204 22%	208 23%	31 24%	71 24%	81 26%	86 25%	58 20%	86 20%	122 24%	125 25%	66 18%	100 23%	42 17%	187 24%
	(4)	216 12%	113 12%	102 12%	20 16%	34 11%	33 11%	37 11%	37 13%	54 12%	64 13%	61 12%	42 11%	48 11%	29 12%	86 11%
	(3)	142 8%	62 7%	79 9%	7 5%	18 6%	21 7%	22 7%	21 7%	52 12%	32 6%	43 9%	31 8%	35 8%	20 8%	57 7%
	(2)	180 10%	83 9%	97 11%	8 7%	21 7%	28 9%	31 9%	30 10%	63 14%	50 10%	46 9%	35 9%	49 11%	28 12%	61 8%
	(1)	106 6%	54 6%	53 6%	5 4%	14 5%	6 2%	20 6%	24 8%	36 8%	45 9%	24 5%	20 5%	17 4%	10 4%	53 7%
Do not trust at all	(0)	195 11%	99 11%	96 11%	11 8%	24 8%	21 7%	38 11%	37 13%	64 15%	47 9%	46 9%	51 14%	50 12%	14 6%	73 10%
NET: 8-10		195 11%	118 13%	77 9%	22 17%	40 13%	44 14%	42 12%	25 8%	22 5%	48 9%	56 11%	58 16%	33 8%	43 18%	99 13%
NET: 4-7		984 55%	498 55%	486 55%	74 58%	181 61%	189 61%	186 55%	156 53%	197 45%	284 56%	281 56%	174 47%	245 57%	130 53%	421 55%
NET: 0-3		623 35%	298 33%	325 37%	31 25%	77 26%	76 25%	111 33%	111 33%	216 50%	174 34%	160 32%	138 37%	151 35%	71 29%	245 32%
Mean		4.30	4.42	4.19	4.87	4.81	4.88	4.38	4.05	3.49	4.24	4.42	4.32	4.23	4.93	4.45

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 29

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**f) A DIY retailer (e.g. Wickes, B&Q)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Standard deviation	2.52	2.56	2.47	2.64	2.49	2.33	2.53	2.53	2.38	2.47	2.43	2.77	2.46	2.56	2.52
Standard error	0.06	0.08	0.08	0.28	0.14	0.13	0.13	0.14	0.11	0.10	0.10	0.16	0.12	0.16	0.09



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 29

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**f) A DIY retailer (e.g. Wickes, B&Q)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Total	Region											
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164	
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159	
Trust a great deal	(10)	30	1	2	1	3	8	5	2	3	1	3	2
		2%	1%	2%	*	2%	5%	4%	2%	2%	*	1%	1%
	(9)	46	4	1	4	3	8	4	4	5	8	3	1
		3%	3%	1%	2%	2%	5%	3%	4%	3%	3%	1%	1%
	(8)	119	10	3	14	11	9	9	5	12	21	14	9
		7%	6%	4%	7%	7%	6%	8%	6%	7%	9%	6%	5%
	(7)	136	12	2	16	18	7	10	7	11	15	20	18
		8%	7%	3%	8%	11%	4%	8%	7%	6%	6%	8%	11%
	(6)	220	15	10	25	20	20	15	10	22	31	30	21
		12%	9%	14%	13%	12%	13%	12%	10%	12%	13%	12%	13%
	(5)	413	41	21	48	38	28	23	21	39	52	64	36
		23%	25%	28%	24%	23%	18%	19%	22%	22%	23%	26%	23%
	(4)	216	27	9	20	12	25	13	13	23	29	28	17
		12%	16%	12%	10%	7%	16%	10%	13%	13%	13%	11%	11%
	(3)	142	9	10	10	14	9	5	6	19	19	23	17
		8%	5%	13%	5%	9%	6%	4%	6%	10%	8%	9%	11%
	(2)	180	14	5	24	17	12	16	10	16	24	25	16
		10%	9%	7%	12%	10%	7%	13%	11%	9%	10%	10%	10%
	(1)	106	10	5	13	10	12	6	4	8	12	14	12
		6%	6%	6%	6%	6%	8%	5%	4%	5%	5%	6%	8%
Do not trust at all	(0)	195	20	6	24	19	18	17	14	21	20	25	10
		11%	12%	9%	12%	12%	12%	14%	14%	12%	9%	10%	6%
NET: 8-10		195	16	6	19	18	26	19	11	21	30	20	11
		11%	10%	8%	9%	11%	16%	15%	11%	12%	13%	8%	7%
NET: 4-7		984	95	42	110	88	81	61	51	95	127	142	92
		55%	58%	57%	55%	53%	51%	49%	53%	53%	55%	57%	58%
NET: 0-3		623	53	26	72	60	52	45	34	64	75	87	56
		35%	32%	35%	36%	36%	33%	36%	35%	36%	32%	35%	35%
Mean		4.30	4.20	4.19	4.16	4.36	4.47	4.36	4.21	4.29	4.45	4.24	4.33

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 29

**Q.14 To what extent, if at all, would you trust each of the following to sell you energy?**

**f) A DIY retailer (e.g. Wickes, B&Q)**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Standard deviation	2.52	2.48	2.29	2.49	2.60	2.82	2.84	2.65	2.53	2.44	2.38	2.31
Standard error	0.06	0.20	0.27	0.17	0.22	0.22	0.24	0.26	0.19	0.16	0.14	0.18

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 30

**Q.15 Before this survey, did you know that...?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
<b>a) Sainsbury's Energy's accounts are operated and supplied by British Gas</b>															
Yes	249 14%	155 17%	94 11%	27 21%	51 17%	41 13%	40 12%	29 10%	61 14%	71 14%	67 14%	48 13%	63 15%	39 16%	103 13%
No	1552 86%	759 83%	794 89%	100 79%	247 83%	268 87%	300 88%	263 90%	374 86%	435 86%	430 86%	322 87%	366 85%	205 84%	662 87%
<b>b) M&amp;S Energy's accounts are operated and supplied by Scottish and Southern Energy (SSE)</b>															
Yes	283 16%	164 18%	119 13%	19 15%	45 15%	39 13%	44 13%	45 15%	90 21%	94 18%	77 16%	50 13%	62 14%	35 14%	112 15%
No	1519 84%	750 82%	769 87%	108 85%	253 85%	271 87%	295 87%	247 85%	345 79%	413 82%	420 84%	320 87%	366 86%	209 86%	653 85%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 30

**Q.15 Before this survey, did you know that...?****Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
<b>a) Sainsbury's Energy's accounts are operated and supplied by British Gas</b>												
Yes	249 14%	14 9%	9 12%	24 12%	21 13%	22 14%	21 17%	17 17%	34 19%	42 18%	30 12%	16 10%
No	1552 86%	150 91%	65 88%	176 88%	144 87%	137 86%	103 83%	79 83%	145 81%	190 82%	219 88%	143 90%
<b>b) M&amp;S Energy's accounts are operated and supplied by Scottish and Southern Energy (SSE)</b>												
Yes	283 16%	15 9%	14 19%	28 14%	21 13%	28 17%	24 19%	11 12%	37 21%	37 16%	40 16%	28 18%
No	1519 84%	150 91%	60 81%	172 86%	144 87%	131 83%	100 81%	85 88%	142 79%	195 84%	209 84%	131 82%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 31

**Q.16 Now that you know this, are you more likely or less likely to consider Sainsbury's Energy as a potential energy supplier in the future, or does it make no difference to you?**

**Base: All respondents who didn't know Sainsbury's Energy's accounts are operated and supplied by British Gas**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1604	769	835	67	270	291	316	275	385	471	483	259	391	212	650
Weighted base	1552	759	794	100	247	268	300	263	374	435	430	322	366	205	662
NET: More likely	231	114	117	16	61	50	38	32	34	69	64	49	50	32	127
	15%	15%	15%	16%	25%	19%	13%	12%	9%	16%	15%	15%	14%	16%	19%
A lot more likely (+2)	24	10	14	4	6	7	3	1	3	6	5	4	9	8	10
	2%	1%	2%	4%	2%	3%	1%	*	1%	1%	1%	1%	2%	4%	1%
A little more likely (+1)	207	104	103	13	55	44	35	31	30	63	59	45	41	25	118
	13%	14%	13%	13%	22%	16%	12%	12%	8%	14%	14%	14%	11%	12%	18%
No difference (0)	943	446	497	55	142	163	191	168	223	246	268	197	232	123	383
	61%	59%	63%	55%	58%	61%	64%	64%	60%	56%	62%	61%	63%	60%	58%
A little less likely (-1)	117	64	53	7	14	11	23	22	40	44	34	23	16	12	51
	8%	8%	7%	7%	6%	4%	8%	8%	11%	10%	8%	7%	4%	6%	8%
A lot less likely (-2)	195	111	83	8	20	33	34	30	70	57	49	39	50	19	74
	13%	15%	11%	8%	8%	12%	11%	11%	19%	13%	11%	12%	14%	9%	11%
NET: Less likely	312	175	136	15	34	43	58	52	110	100	83	63	66	32	125
	20%	23%	17%	15%	14%	16%	19%	20%	29%	23%	19%	19%	18%	15%	19%
Don't know	66	24	43	13	10	12	13	12	6	20	15	14	18	18	27
	4%	3%	5%	13%	4%	4%	4%	4%	2%	5%	3%	4%	5%	9%	4%
Mean	-0.17	-0.22	-0.12	-0.03	0.06	-0.07	-0.18	-0.19	-0.39	-0.20	-0.15	-0.16	-0.17	-0.06	-0.10
Standard deviation	0.88	0.92	0.85	0.89	0.85	0.91	0.83	0.81	0.92	0.91	0.85	0.87	0.90	0.88	0.89
Standard error	0.02	0.03	0.03	0.11	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.06	0.04

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 31

**Q.16 Now that you know this, are you more likely or less likely to consider Sainsbury's Energy as a potential energy supplier in the future, or does it make no difference to you?**

**Base: All respondents who didn't know Sainsbury's Energy's accounts are operated and supplied by British Gas**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1604	145	64	193	123	135	117	86	146	208	243	144
Weighted base	1552	150	65	176	144	137	103	79	145	190	219	143
NET: More likely	231 15%	27 18%	4 7%	23 13%	16 11%	32 24%	12 12%	12 15%	11 8%	29 15%	46 21%	20 14%
A lot more likely	(+2) 24 2%	1 *	- -	2 1%	3 2%	5 4%	2 2%	- -	1 *	3 2%	6 3%	1 1%
A little more likely	(+1) 207 13%	26 18%	4 7%	20 11%	13 9%	27 20%	10 10%	12 15%	10 7%	25 13%	40 18%	19 13%
No difference	(0) 943 61%	87 58%	46 70%	114 65%	88 61%	70 51%	60 59%	52 66%	99 68%	108 57%	128 58%	91 63%
A little less likely	(-1) 117 8%	6 4%	5 7%	13 7%	10 7%	10 7%	8 8%	4 6%	11 7%	26 14%	18 8%	6 4%
A lot less likely	(-2) 195 13%	17 12%	8 13%	14 8%	25 18%	13 10%	16 15%	8 10%	24 17%	23 12%	25 12%	20 14%
NET: Less likely	312 20%	23 16%	13 20%	27 15%	36 25%	23 17%	24 23%	12 16%	35 24%	49 26%	43 20%	26 18%
Don't know	66 4%	12 8%	2 3%	13 7%	4 3%	11 8%	6 6%	2 3%	1 1%	5 3%	3 1%	7 5%
Mean	-0.17	-0.09	-0.28	-0.10	-0.30	*	-0.26	-0.11	-0.33	-0.21	-0.08	-0.18
Standard deviation	0.88	0.87	0.78	0.78	0.95	0.94	0.93	0.79	0.86	0.89	0.91	0.88
Standard error	0.02	0.08	0.10	0.06	0.09	0.08	0.09	0.09	0.07	0.06	0.06	0.07

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 32

**Q.17 Now that you know this, are you more likely or less likely to consider M&S Energy as a potential energy supplier in the future, or does it make no difference to you?**

**Base: All respondents who didn't know M&S Energy's accounts are operated and supplied by Scottish and Southern Energy (SSE)**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	1569	751	818	71	275	299	316	251	357	450	466	258	395	217	638	
Weighted base	1519	750	769	108	253	271	295	247	345	413	420	320	366	209	653	
NET: More likely	178	106	72	16	54	36	27	23	21	47	54	34	43	30	102	
	12%	14%	9%	15%	21%	13%	9%	9%	6%	11%	13%	11%	12%	14%	16%	
A lot more likely	(+2)	21	11	10	4	8	8	1	-	1	4	7	3	7	9	8
	1%	1%	1%	4%	3%	3%	*	-	*	1%	2%	1%	2%	4%	1%	
A little more likely	(+1)	157	94	62	12	46	29	27	23	20	42	47	31	36	21	94
	10%	13%	8%	11%	18%	11%	9%	9%	6%	10%	11%	10%	10%	10%	14%	
No difference	(0)	956	446	510	64	156	179	196	154	207	241	265	220	229	123	402
	63%	59%	66%	59%	62%	66%	66%	62%	60%	58%	63%	69%	63%	59%	62%	
A little less likely	(-1)	126	70	56	9	13	15	30	22	37	49	36	21	20	19	56
	8%	9%	7%	8%	5%	6%	10%	9%	11%	12%	9%	6%	6%	9%	9%	
A lot less likely	(-2)	206	106	101	9	20	31	33	37	76	60	55	35	57	21	77
	14%	14%	13%	9%	8%	11%	11%	15%	22%	15%	13%	11%	16%	10%	12%	
NET: Less likely		332	175	156	18	33	46	63	59	113	109	90	56	77	40	133
	22%	23%	20%	17%	13%	17%	21%	24%	33%	26%	22%	17%	21%	19%	20%	
Don't know		53	23	30	9	10	9	10	11	4	16	10	10	17	17	16
	4%	3%	4%	9%	4%	3%	3%	5%	1%	4%	2%	3%	5%	8%	2%	
Mean		-0.23	-0.23	-0.24	-0.07	0.04	-0.13	-0.24	-0.31	-0.49	-0.30	-0.21	-0.17	-0.24	-0.12	-0.16
Standard deviation		0.87	0.91	0.84	0.87	0.84	0.87	0.78	0.85	0.91	0.89	0.87	0.80	0.91	0.91	0.86
Standard error		0.02	0.03	0.03	0.11	0.05	0.05	0.04	0.05	0.05	0.04	0.04	0.05	0.05	0.06	0.03

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 32

**Q.17 Now that you know this, are you more likely or less likely to consider M&S Energy as a potential energy supplier in the future, or does it make no difference to you?**

**Base: All respondents who didn't know M&S Energy's accounts are operated and supplied by Scottish and Southern Energy (SSE)**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1569	143	61	193	123	133	113	89	142	208	229	135
Weighted base	1519	150	60	172	144	131	100	85	142	195	209	131
NET: More likely	178 12%	24 16%	2 4%	18 10%	9 7%	23 17%	9 9%	14 16%	8 5%	35 18%	24 11%	14 10%
A lot more likely	(+2) 21 1%	4 3%	- -	- -	3 2%	3 3%	1 1%	1 1%	- -	5 3%	3 1%	- -
A little more likely	(+1) 157 10%	19 13%	2 4%	18 10%	6 4%	19 15%	7 7%	13 15%	8 5%	30 15%	21 10%	14 10%
No difference	(0) 956 63%	85 57%	39 65%	111 64%	94 65%	71 54%	65 65%	57 67%	103 72%	107 55%	141 67%	84 64%
A little less likely	(-1) 126 8%	9 6%	8 13%	13 7%	17 12%	11 8%	8 8%	4 4%	12 9%	24 12%	14 7%	7 6%
A lot less likely	(-2) 206 14%	22 15%	8 14%	24 14%	21 14%	16 12%	16 16%	9 11%	18 13%	25 13%	28 14%	19 14%
NET: Less likely	332 22%	31 21%	16 26%	37 21%	38 26%	26 20%	24 24%	13 15%	31 22%	48 25%	42 20%	26 20%
Don't know	53 4%	10 7%	3 5%	7 4%	4 2%	11 8%	2 2%	2 2%	1 1%	5 3%	2 1%	7 5%
Mean	-0.23	-0.18	-0.38	-0.26	-0.33	-0.13	-0.31	-0.08	-0.29	-0.17	-0.21	-0.25
Standard deviation	0.87	0.97	0.78	0.84	0.86	0.94	0.89	0.82	0.76	0.94	0.85	0.85
Standard error	0.02	0.08	0.10	0.06	0.08	0.08	0.08	0.09	0.06	0.07	0.06	0.07



## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 33

**Q.18 If you were to complain to your energy supplier, and felt that your complaint was not adequately resolved, which of the following, if any, would you be the most likely to do next?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1864	924	940	87	321	338	362	307	449	557	552	300	455	253	751
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Write to or call the Energy Ombudsman	578 32%	287 31%	292 33%	17 13%	69 23%	99 32%	117 34%	83 29%	192 44%	154 30%	156 31%	136 37%	132 31%	72 29%	212 28%
Write to or call Ofgem	458 25%	259 28%	198 22%	18 14%	53 18%	63 20%	105 31%	98 34%	121 28%	157 31%	130 26%	76 21%	94 22%	62 25%	190 25%
Visit your local Citizen's Advice Bureau	152 8%	66 7%	87 10%	12 9%	42 14%	27 9%	29 9%	20 7%	23 5%	34 7%	29 6%	33 9%	56 13%	24 10%	56 7%
Write to or call EnergyWatch	104 6%	43 5%	60 7%	6 5%	15 5%	18 6%	13 4%	26 9%	25 6%	28 5%	26 5%	23 6%	26 6%	9 4%	48 6%
Write a complaint on an online forum e.g. Money Saving Expert	62 3%	30 3%	33 4%	10 8%	18 6%	13 4%	6 2%	6 2%	9 2%	20 4%	16 3%	15 4%	11 3%	8 3%	38 5%
Write to or call BBC's Watchdog	56 3%	36 4%	21 2%	10 8%	8 3%	9 3%	10 3%	8 3%	10 2%	14 3%	23 5%	11 3%	7 2%	11 5%	27 4%
Complain to your friends on Facebook	46 3%	23 3%	23 3%	9 7%	14 5%	10 3%	9 3%	1 *	3 1%	10 2%	15 3%	8 2%	12 3%	5 2%	26 3%
Write to or call Which?	36 2%	24 3%	12 1%	1 1%	5 2%	10 3%	6 2%	7 2%	7 2%	14 3%	5 1%	9 2%	7 2%	7 3%	15 2%
Change supplier	30 2%	13 1%	16 2%	- -	4 1%	4 1%	6 2%	8 3%	8 2%	6 1%	11 2%	5 1%	7 2%	2 1%	16 2%
Write to or call the Department for Energy and Climate Change	21 1%	14 2%	7 1%	4 3%	9 3%	5 2%	- -	1 *	1 *	4 1%	7 1%	7 2%	3 1%	3 1%	15 2%
Write to or call Consumer Focus	21 1%	10 1%	11 1%	4 3%	5 2%	6 2%	1 *	3 1%	2 *	9 2%	2 *	6 2%	3 1%	5 2%	10 1%
Complain again/escalate complaint until I get what I want	14 1%	9 1%	5 1%	1 1%	2 1%	2 1%	1 *	3 1%	6 1%	4 1%	6 1%	3 1%	1 *	3 1%	5 1%
Complain to your followers on Twitter	11 1%	5 1%	6 1%	3 2%	5 2%	1 *	2 1%	- -	- -	4 1%	4 1%	1 *	2 *	2 1%	6 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 33

**Q.18 If you were to complain to your energy supplier, and felt that your complaint was not adequately resolved, which of the following, if any, would you be the most likely to do next?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1802	914	888	127	298	309	340	292	435	506	497	370	428	244	765
Write to your daily newspaper	7	4	3	3	1	2	-	1	1	2	4	1	1	1	4
	*	*	*	2%	*	1%	-	*	*	*	1%	*	*	*	1%
Find out what the next step is/ what to do next	5	3	2	-	-	1	3	2	-	1	3	1	1	1	3
	*	*	*	-	-	*	1%	1%	-	*	1%	*	*	*	*
Contact my MP/ council	4	4	-	-	1	-	-	2	1	1	-	-	3	-	1
	*	*	-	-	*	-	-	1%	*	*	-	-	1%	-	*
I would look online	3	1	2	-	-	-	2	1	-	-	2	1	-	1	3
	*	*	*	-	-	-	1%	*	-	-	*	*	-	*	*
Other answers	8	4	4	4	1	1	-	2	1	7	-	1	-	-	6
	*	*	*	3%	*	*	-	1%	*	1%	-	*	-	-	1%
Nothing	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-
None of the above	180	75	105	25	45	36	32	19	22	37	54	30	59	31	86
	10%	8%	12%	20%	15%	12%	9%	7%	5%	7%	11%	8%	14%	13%	11%
Don't know	9	4	5	-	2	2	1	1	3	1	6	1	1	-	3
	1%	*	1%	-	1%	1%	*	*	1%	*	1%	*	*	-	*

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 33

**Q.18 If you were to complain to your energy supplier, and felt that your complaint was not adequately resolved, which of the following, if any, would you be the most likely to do next?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1864	158	74	217	145	159	141	105	178	248	275	164
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Write to or call the Energy Ombudsman	578 32%	61 37%	14 19%	63 32%	58 35%	53 33%	36 29%	34 35%	61 34%	72 31%	83 33%	44 28%
Write to or call Ofgem	458 25%	34 20%	23 32%	50 25%	49 30%	50 31%	30 24%	18 19%	49 27%	54 23%	64 26%	37 23%
Visit your local Citizen's Advice Bureau	152 8%	17 10%	12 17%	14 7%	8 5%	16 10%	14 11%	8 8%	12 7%	16 7%	16 7%	19 12%
Write to or call EnergyWatch	104 6%	2 1%	5 7%	12 6%	20 12%	8 5%	5 4%	3 3%	10 5%	15 6%	15 6%	8 5%
Write a complaint on an online forum e.g. Money Saving Expert	62 3%	7 4%	1 2%	8 4%	3 2%	8 5%	5 4%	2 2%	3 2%	9 4%	11 5%	6 4%
Write to or call BBC's Watchdog	56 3%	2 1%	4 6%	9 5%	5 3%	4 2%	1 1%	1 1%	7 4%	7 3%	5 2%	11 7%
Complain to your friends on Facebook	46 3%	6 4%	1 1%	3 1%	4 2%	4 2%	4 3%	2 2%	2 1%	8 3%	7 3%	6 4%
Write to or call Which?	36 2%	3 2%	2 3%	6 3%	1 *	3 2%	- -	- -	6 3%	7 3%	4 2%	4 2%
Change supplier	30 2%	5 3%	- -	2 1%	4 3%	* *	3 2%	2 2%	3 2%	2 1%	4 2%	5 3%
Write to or call the Department for Energy and Climate Change	21 1%	2 1%	- -	3 2%	1 *	2 1%	1 *	2 2%	- -	6 3%	3 1%	2 1%
Write to or call Consumer Focus	21 1%	1 *	- -	5 3%	2 1%	3 2%	- -	1 1%	- -	2 1%	5 2%	2 1%
Complain again/escalate complaint until I get what I want	14 1%	2 1%	- -	- -	2 1%	2 1%	1 1%	1 1%	3 2%	- -	2 1%	2 1%
Complain to your followers on Twitter	11 1%	1 1%	- -	3 2%	- -	- -	2 2%	- -	1 1%	2 1%	- -	1 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 33

**Q.18 If you were to complain to your energy supplier, and felt that your complaint was not adequately resolved, which of the following, if any, would you be the most likely to do next?**

**Base: All respondents with a gas and/or electricity supply who are responsible for paying their energy bill**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1802	165	74	200	165	158	124	96	179	232	249	159
Write to your daily newspaper	7 *	1 1%	-	-	-	1 *	1 1%	1 1%	-	1 1%	2 1%	-
Find out what the next step is/ what to do next	5 *	1 1%	-	-	-	-	1 *	1 1%	-	1 1%	-	1 *
Contact my MP/ council	4 *	-	-	-	-	-	-	-	1 *	1 *	2 1%	-
I would look online	3 *	1 1%	-	-	-	-	-	1 1%	-	-	-	1 *
Other answers	8 *	-	3 4%	1 *	1 1%	-	-	-	3 2%	1 *	-	-
Nothing	1 *	-	-	-	-	-	-	-	-	1 1%	-	-
None of the above	180 10%	19 12%	8 10%	20 10%	9 6%	6 4%	21 17%	18 18%	17 10%	25 11%	24 10%	12 8%
Don't know	9 1%	-	1 1%	1 *	-	-	-	3 3%	1 1%	1 *	1 1%	1 1%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 34

**Q.19 We are interested in finding out more about your energy tariff and consumption usage. We would like to invite you to take part in a follow-up survey, taking place in a few days' time. If you are interested in taking part, please indicate so below.**

**Base: All respondents who chose their current energy supplier because the tariff was the cheapest available**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	668	353	315	27	96	127	143	102	173	203	198	126	141	83	279
Weighted base	665	360	305	43	93	121	133	97	177	190	183	160	132	80	292
Yes	597	325	272	35	90	114	120	86	151	170	158	144	124	73	261
	90%	90%	89%	82%	97%	94%	90%	88%	85%	90%	86%	90%	94%	92%	89%
No	68	35	33	8	3	7	13	11	26	19	25	16	8	6	32
	10%	10%	11%	18%	3%	6%	10%	12%	15%	10%	14%	10%	6%	8%	11%

## Energy Tariff Survey

### ONLINE Fieldwork : 5th-7th April 2013

Absolutes/col percents

Table 34

**Q.19 We are interested in finding out more about your energy tariff and consumption usage. We would like to invite you to take part in a follow-up survey, taking place in a few days' time. If you are interested in taking part, please indicate so below.**

**Base: All respondents who chose their current energy supplier because the tariff was the cheapest available**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	668	49	27	89	52	72	51	37	74	71	91	55
Weighted base	665	49	26	84	59	74	44	35	80	72	87	54
Yes	597 90%	41 83%	24 94%	72 86%	56 95%	66 89%	41 93%	31 88%	77 96%	60 83%	80 92%	48 90%
No	68 10%	9 17%	2 6%	12 14%	3 5%	8 11%	3 7%	4 12%	3 4%	12 17%	7 8%	6 10%