



Turning Up the Heat. Make Bills Fair.

METHODOLOGY NOTE

ComRes interviewed 2,066 adults online from 24th to 26th October 2012. Data were weighted to be demographically representative of all British 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 Suppliers Survey

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 1

Q.1 When did you last choose to switch your energy provider? Please do not include the times when you have had to switch your energy provider when you have moved house.

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	2066	908	1158	197	286	381	387	349	466	812	517	254	483	252	799
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	258	899
In the last six months	247 12%	142 14%	105 10%	23 9%	39 12%	48 12%	40 11%	40 13%	58 13%	72 13%	65 11%	66 15%	44 9%	30 12%	108 12%
Six months to a year ago	175 8%	84 8%	91 9%	26 10%	34 10%	41 10%	26 8%	22 7%	26 6%	48 9%	42 7%	40 9%	45 9%	26 10%	81 9%
One year to three years ago	477 23%	251 25%	226 21%	28 11%	75 23%	95 24%	89 25%	83 27%	107 25%	133 24%	141 24%	107 25%	96 20%	61 24%	206 23%
Before three years ago	484 23%	221 22%	263 25%	22 9%	47 14%	91 23%	101 29%	83 27%	139 32%	121 22%	147 25%	92 21%	124 26%	43 17%	203 23%
I cannot remember ever having switched my energy supplier	565 27%	263 26%	302 29%	105 42%	108 33%	92 23%	85 24%	77 25%	99 23%	152 27%	177 30%	107 25%	130 27%	78 30%	254 28%
Don't know	117 6%	51 5%	66 6%	44 18%	28 8%	25 6%	10 3%	5 2%	5 1%	32 6%	28 5%	21 5%	37 8%	19 8%	48 5%

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Q.1 When did you last choose to switch your energy provider? Please do not include the times when you have had to switch your energy provider when you have moved house.

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	2066	156	93	252	174	177	178	93	195	225	307	216
Weighted base	2066	179	93	243	182	191	161	110	194	260	265	188
In the last six months	247 12%	18 10%	11 12%	35 14%	26 14%	28 15%	20 12%	8 7%	27 14%	28 11%	31 12%	16 9%
Six months to a year ago	175 8%	9 5%	5 6%	29 12%	15 8%	10 5%	14 9%	15 13%	13 7%	23 9%	21 8%	22 12%
One year to three years ago	477 23%	48 27%	26 28%	44 18%	44 24%	54 28%	41 25%	19 17%	36 19%	46 18%	68 26%	50 27%
Before three years ago	484 23%	34 19%	25 26%	55 23%	51 28%	51 26%	40 25%	28 26%	31 16%	66 25%	61 23%	42 22%
I cannot remember ever having switched my energy supplier	565 27%	61 34%	18 19%	65 27%	41 22%	44 23%	37 23%	32 29%	70 36%	86 33%	63 24%	49 26%
Don't know	117 6%	9 5%	8 9%	14 6%	6 3%	4 2%	10 6%	9 8%	16 8%	11 4%	22 8%	9 5%

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Absolutes/col percents

Table 2
Q.2 Thinking about energy suppliers' tariffs, would you say that they are...?
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	2066	908	1158	197	286	381	387	349	466	812	517	254	483	252	799
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	258	899
Confusing	1414	724	691	133	197	256	258	238	332	383	394	322	316	179	602
	68%	71%	66%	54%	60%	65%	74%	77%	77%	69%	66%	74%	66%	69%	67%
Changeable	669	321	349	67	103	132	109	107	151	182	193	148	146	85	283
	32%	32%	33%	27%	31%	34%	31%	35%	35%	33%	32%	34%	31%	33%	31%
Predictable	180	85	94	14	20	35	24	39	47	47	60	29	44	21	66
	9%	8%	9%	6%	6%	9%	7%	13%	11%	8%	10%	7%	9%	8%	7%
Clear	129	67	62	22	24	36	16	13	19	41	37	22	29	12	70
	6%	7%	6%	9%	7%	9%	4%	4%	4%	7%	6%	5%	6%	4%	8%
Honest	64	31	33	15	19	12	7	6	5	22	28	3	10	10	27
	3%	3%	3%	6%	6%	3%	2%	2%	1%	4%	5%	1%	2%	4%	3%
None of the above	89	36	53	14	27	15	13	6	14	20	23	21	24	13	40
	4%	4%	5%	6%	8%	4%	4%	2%	3%	4%	4%	5%	5%	5%	4%
Don't know	112	49	63	34	23	15	15	9	16	25	41	17	29	9	44
	5%	5%	6%	14%	7%	4%	4%	3%	4%	5%	7%	4%	6%	3%	5%

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Unweighted base	2066	156	93	252	174	177	178	93	195	225	307	216
Weighted base	2066	179	93	243	182	191	161	110	194	260	265	188
Confusing	1414 68%	118 66%	63 67%	173 71%	115 63%	141 74%	117 73%	68 62%	136 70%	168 65%	178 67%	138 73%
Changeable	669 32%	66 37%	20 22%	67 28%	57 31%	66 34%	59 37%	39 36%	70 36%	70 27%	91 34%	64 34%
Predictable	180 9%	15 8%	11 12%	22 9%	23 13%	20 10%	11 7%	15 14%	14 7%	13 5%	21 8%	15 8%
Clear	129 6%	11 6%	5 6%	15 6%	8 4%	10 5%	11 7%	9 8%	18 9%	22 9%	14 5%	7 4%
Honest	64 3%	4 2%	1 1%	5 2%	8 4%	3 1%	9 6%	6 5%	5 3%	13 5%	4 2%	6 3%
None of the above	89 4%	6 4%	2 2%	9 4%	11 6%	5 3%	3 2%	5 5%	5 3%	18 7%	12 5%	11 6%
Don't know	112 5%	11 6%	7 7%	12 5%	9 5%	12 6%	6 4%	10 9%	8 4%	17 6%	16 6%	6 3%

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Table 3

Q.3 To what extent do you agree or disagree with the following statement?

The Government should introduce legislation which makes energy companies automatically put their customers on their cheapest tariff

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	2066	908	1158	197	286	381	387	349	466	812	517	254	483	252	799
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	258	899
NET: Agree	1780 86%	858 85%	922 88%	212 86%	291 88%	341 87%	292 83%	258 83%	386 89%	453 81%	517 86%	387 89%	424 89%	209 81%	774 86%
Strongly Agree	(4) 1370 66%	656 65%	714 68%	164 66%	208 63%	270 69%	233 66%	198 64%	297 68%	321 57%	394 66%	300 69%	355 75%	157 61%	592 66%
Somewhat Agree	(3) 410 20%	202 20%	208 20%	48 19%	82 25%	72 18%	59 17%	60 19%	89 21%	132 24%	123 20%	86 20%	69 14%	52 20%	182 20%
Somewhat Disagree	(2) 129 6%	68 7%	61 6%	8 3%	17 5%	19 5%	28 8%	29 9%	28 6%	59 11%	34 6%	21 5%	15 3%	18 7%	62 7%
Strongly Disagree	(1) 54 3%	39 4%	16 1%	4 2%	5 2%	10 3%	16 5%	10 3%	8 2%	17 3%	18 3%	12 3%	8 2%	18 7%	22 2%
NET: Disagree	184 9%	107 11%	77 7%	13 5%	22 7%	29 7%	44 13%	39 13%	36 8%	76 14%	52 9%	33 8%	23 5%	36 14%	84 9%
Don't know	102 5%	48 5%	54 5%	23 9%	18 6%	22 6%	15 4%	12 4%	11 3%	29 5%	31 5%	14 3%	28 6%	13 5%	41 5%
Mean	3.58	3.53	3.62	3.65	3.58	3.62	3.51	3.50	3.60	3.43	3.57	3.61	3.73	3.42	3.57
Standard deviation	0.74	0.79	0.67	0.65	0.67	0.71	0.84	0.81	0.70	0.81	0.74	0.71	0.61	0.92	0.74
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.03	0.06	0.03

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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	2066	156	93	252	174	177	178	93	195	225	307	216
Weighted base	2066	179	93	243	182	191	161	110	194	260	265	188
NET: Agree	1780 86%	150 83%	84 89%	207 85%	155 85%	166 87%	145 91%	98 90%	165 85%	224 86%	221 83%	166 88%
Strongly Agree	(4) 1370 66%	112 63%	67 72%	154 63%	116 63%	133 70%	117 73%	72 66%	130 67%	175 67%	170 64%	123 66%
Somewhat Agree	(3) 410 20%	37 21%	17 18%	54 22%	39 21%	32 17%	28 17%	26 24%	35 18%	49 19%	51 19%	43 23%
Somewhat Disagree	(2) 129 6%	17 10%	3 3%	16 7%	14 7%	11 6%	8 5%	3 2%	11 5%	13 5%	26 10%	8 4%
Strongly Disagree	(1) 54 3%	2 1%	1 1%	9 4%	4 2%	8 4%	2 1%	2 2%	9 5%	6 2%	4 2%	8 4%
NET: Disagree	184 9%	19 11%	4 4%	25 10%	17 10%	19 10%	9 6%	5 4%	20 10%	20 8%	30 11%	16 9%
Don't know	102 5%	11 6%	6 7%	11 4%	10 6%	6 3%	6 4%	7 6%	8 4%	17 6%	14 5%	6 3%
Mean	3.58	3.54	3.72	3.52	3.55	3.58	3.69	3.64	3.55	3.61	3.54	3.54
Standard deviation	0.74	0.73	0.57	0.78	0.73	0.79	0.62	0.64	0.81	0.71	0.75	0.78
Standard error	0.02	0.06	0.06	0.05	0.06	0.06	0.05	0.07	0.06	0.05	0.04	0.05

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Table 4

Q.4 Think about a situation where your current energy supplier puts up their prices, causing your bills to increase. How likely or unlikely would you be to switch energy supplier to a smaller independent energy supplier?

Base: All respondents

	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	2066	908	1158	197	286	381	387	349	466	812	517	254	483	252	799
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	258	899
NET: Likely	1281 62%	675 67%	606 58%	152 61%	231 70%	257 65%	218 62%	170 55%	254 59%	353 63%	364 61%	295 68%	269 57%	180 70%	579 64%
Very likely	(4) 569 28%	312 31%	257 24%	58 24%	94 28%	130 33%	96 27%	83 27%	107 25%	146 26%	165 28%	130 30%	128 27%	79 30%	254 28%
Fairly likely	(3) 712 34%	363 36%	349 33%	93 38%	137 42%	126 32%	122 35%	87 28%	147 34%	206 37%	199 33%	166 38%	142 30%	102 39%	325 36%
Fairly unlikely	(2) 278 13%	127 13%	151 14%	28 11%	39 12%	53 13%	38 11%	51 16%	69 16%	93 17%	87 14%	40 9%	59 12%	32 13%	115 13%
Very unlikely	(1) 147 7%	61 6%	86 8%	14 6%	12 4%	16 4%	28 8%	23 8%	54 12%	38 7%	47 8%	19 4%	44 9%	11 4%	56 6%
NET: Unlikely	426 21%	188 19%	237 23%	42 17%	52 16%	69 17%	66 19%	74 24%	123 28%	131 24%	133 22%	59 13%	103 22%	43 17%	171 19%
Don't know	359 17%	149 15%	210 20%	55 22%	48 15%	67 17%	67 19%	66 21%	56 13%	74 13%	102 17%	80 18%	103 22%	35 13%	148 17%
Mean	3.00	3.07	2.92	3.01	3.10	3.14	3.01	2.94	2.81	2.95	2.97	3.15	2.95	3.11	3.04
Standard deviation	0.92	0.89	0.94	0.86	0.80	0.86	0.93	0.97	1.00	0.90	0.94	0.82	0.99	0.83	0.89
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.03	0.05	0.06	0.05	0.06	0.03

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Weighted base	2066	179	93	243	182	191	161	110	194	260	265	188
NET: Likely	1281 62%	110 61%	46 49%	152 63%	111 61%	123 64%	105 66%	69 63%	108 56%	169 65%	163 62%	124 66%
Very likely	(4) 569 28%	38 21%	20 22%	71 29%	51 28%	59 31%	55 34%	25 23%	46 24%	78 30%	73 28%	53 28%
Fairly likely	(3) 712 34%	72 40%	26 27%	82 34%	60 33%	65 34%	51 32%	44 40%	62 32%	91 35%	90 34%	71 38%
Fairly unlikely	(2) 278 13%	24 13%	16 17%	34 14%	28 16%	29 15%	20 12%	13 12%	32 16%	25 10%	30 11%	28 15%
Very unlikely	(1) 147 7%	17 10%	9 9%	13 5%	14 8%	9 4%	8 5%	10 9%	15 8%	20 8%	18 7%	15 8%
NET: Unlikely	426 21%	41 23%	24 26%	47 19%	43 23%	37 19%	28 17%	23 21%	47 24%	44 17%	48 18%	43 23%
Don't know	359 17%	28 16%	23 25%	43 18%	29 16%	31 16%	27 17%	17 16%	38 20%	46 18%	54 20%	22 12%
Mean	3.00	2.87	2.82	3.05	2.96	3.08	3.14	2.91	2.90	3.06	3.03	2.97
Standard deviation	0.92	0.92	0.99	0.89	0.94	0.87	0.89	0.92	0.94	0.92	0.91	0.93
Standard error	0.02	0.08	0.11	0.06	0.08	0.07	0.07	0.10	0.07	0.07	0.06	0.07