

ENERGY MARKET INVESTIGATION

SURVEY QUESTIONNAIRE

V4: 5 September 2014

A Introduction and screener

Good morning/afternoon. Please could I speak to ... {NAMED CONTACT?}

My name is from GfK NOP the market research company. We are carrying out an important survey of the energy market on behalf of the Competition and Markets Authority – the new name for the Office of Fair Trading and the Competition Commission - which is an independent public body.

Can I first check that you received a letter from the CMA about this survey?

Yes
No
Not sure

IF NO/NOT SURE READ OUT:

You were selected completely at random to take part in this survey, from a list of all domestic customers of your energy supplier. The survey is entirely voluntary and your answers will help the Competition and markets Authority find out what customers think. All answers you give will be entirely confidential. ASK ALL

The survey will take around 15-20 minutes to complete. Is it a convenient time to do the interview now?

ADD REASSURANCES AS NECESSARY

- Everything you say is confidential and no responses will be attributed to you.
- There will be no attempt to sell you anything, either during or as a result of the survey.
- The Competition and Markets Authority was formed from the merger of the Competition Commission and the Office of Fair Trading in April 2014
- The Competition and Markets Authority is conducting an Investigation into the energy market, details of the Inquiry can be found on their website
- Your contact details were provided to us by one of the energy companies involved in this Inquiry as the Competition and Markets Authority has requested this information. Because of the Competition and Markets Authority statutory powers, data sharing is permitted with us. INTERVIEWER NOTE – IF NEEDED, THIS POINT MUST BE READ EXACTLY AS WORDED
- Your energy supplier will not be able to associate your answers with you. The interview will be recorded but this is for our own quality assurance purpose and will not be kept.

- A 1 Are you responsible or jointly responsible in your household for making decisions on gas and/or electricity supply and usage? EXPLAIN ONLY ASKING ABOUT MAINS GAS AND MAINS ELECTRICITY
INTERVIEWER: IF RENT A PROPERTY WHERE THE LANDLORD ORGANISES AND PAYS THE ENERGY BILLS, CODE AS NO

1. Yes
2. No
3. DK

ASK A2 IF NOT RESPONSIBLE OR DON'T KNOW (CODE 2 OR 3 AT A1).
REST GO TO A4

- A 2 Could I speak to the person who is responsible, or jointly responsible, for these decisions? Interviewer record – Does responsible person live in same household or different one?

1. Same
2. Different

IF SAME HOUSEHOLD RECORD NAME AND IF APPROPRIATE TELEPHONE NUMBER AND RESTART INTERVIEW AT A1. IF DIFFERENT HOUSEHOLD RECORD NAME AND TELEPHONE NUMBER AND RESTART AT A3

- A 3 I understand you are the person responsible or jointly responsible for deciding which energy supplier is used by {text fill sample name} at {textfill sample address} Is that correct?

1. Yes
2. No

Please note that this questionnaire has been designed to ask people mainly about their own homes, so please remember that when I refer to "your home" I mean {textfill address line 1}

ASK ALL

- A 4 Is this property your primary residence – that is where you live most of the time - or not? EXCLUDE HOLIDAY HOMES/ PROPERTIES RENTED OUT

1. Yes
2. No
3. DK

CONTINUE IF PRIMARY RESIDENCE (CODE 1). REST CLOSE.

- A 5 How long have you been living at {textfill address}?

- 1 Under 6 months
- 2 6 months but less than 1 year

- 3 1 but less than 2 years
- 4 2 but less than 3 years
- 5 3 but less than 4 years
- 6 But less than 5 years
- 7 5 but less than 10 years
- 8 10 but less than 20 years
- 9 20 years or more

A 6 Do you have mains gas and / or mains electricity in your home? DO NOT READ OUT BUT PROBE TO PRECODE. SINGLE CODE ONLY.

- 1. Mains gas only
- 2. Mains electricity only
- 3. Mains gas and electricity
- 4. Neither
- 5. Don't Know

IF A6'1' GO TO B5. IF A6'2' GO TO B12. IF A6'3' ASK A7. ELSE THANK AND CLOSE.

ASK ALL WITH MAINS GAS AND MAINS ELECTRICITY

A 7 Do you have separate companies supplying your gas and electricity, or do you have one company supplying both?

- 1 Separate companies
- 2 One company for both
- 3 Don't know

IF DON'T KNOW PROMPT According to the supplier records you have [textfill company type]. Does that sound right? RE- CODE AS NECESSARY, ONLY LEAVE AS DON'T KNOW IF RESPONDENT DISAGREES WITH SAMPLE INFORMATION BUT DOESN'T KNOW IF ONE COMPANY OR NOT

B ENERGY SUPPLIER/TARIFF USED

IF ONE COMPANY AT A7 ASK B1 ELSE GO TO FILTER BEFORE B6
ASK ALL WITH ONLY ONE SUPPLIER FOR BOTH FUELS

B 1 Who is your current supplier of your gas and electricity? DO NOT READ OUT. SINGLE CODE ONLY

1. British Gas (Centrica)
2. Co-operative Energy
3. E.ON
4. Ebico
5. Ecotricity
6. EDF
7. First Utility
8. Good Energy
9. Marks and Spencer Energy
10. Npower
11. Ovo
12. Sainsburys Energy
13. Scottish Hydro
14. Scottish Power
15. Southern Electric
16. Spark Energy
17. SSE (Scottish and Southern Energy)
18. Swalec
19. Utility Warehouse
20. Other (Write in)
21. Don't know

IF SUPPLIER AT B1 DOES NOT MATCH SUPPLIER FROM SAMPLE ASK B2 ELSE GO TO B4

B 2 According to the supplier records, your supplier is {textfill supplier from sample} . Could this be correct?

Yes
No

IF B2'2' ASK B3 ELSE GO TO B4

B 3 Have you recently switched from that supplier?

1 Yes
2 No

ASK ALL WITH ONLY ONE SUPPLIER FOR BOTH FUELS

B 4 How long have you been receiving gas and electricity from your current supplier? PROBE FOR BEST ESTIMATE

Under 6 months
6 months but less than 1 year
1 but less than 2 years
2 but less than 3 years

3 but less than 4 years
But less than 5 years
5 but less than 10 years
10 but less than 20 years
20 years or more

NOW GO TO B15

IF A6 '1' OR A7 '1' ASK B5 ELSE GO TO FILTER BEFORE B9

ALL WITH MAINS GAS ONLY OR TWO SUPPLIERS

B 5 Who is your current mains gas supplier? DO NOT READ OUT. SINGLE
CODE ONLY

British Gas
Co-operative Energy
E.ON
Ebico
Ecotricity
EDF
First Utility
Good Energy
Marks and Spencer Energy
Npower
Ovo
Sainsburys Energy
Scottish Hydro
Scottish Power
Southern Electric
Spark Energy
SSE (Scottish and Southern Energy)
Swalec
Utility Warehouse
Other (Write in)
Don't know

**IF SUPPLIER TYPE FROM SAMPLE = GAS AND SUPPLIER AT B5
DOES NOT MATCH SUPPLIER FROM SAMPLE ASK B6 ELSE GO TO B8**

B 6 According to the supplier records, your gas supplier is {textfill supplier
from sample} . Could this be correct?

Yes
No

IF B6'2' ASK B7 ELSE GO TO B9

B 7 Have you recently switched from that supplier?

1 Yes
2 No

ALL WITH MAINS GAS ONLY OR TWO SUPPLIERS

B 8 How long have you been receiving gas from your current supplier?
PROBE FOR BEST ESTIMATE

- Under 6 months
- 6 months but less than 1 year
- 1 but less than 2 years
- 2 but less than 3 years
- 3 but less than 4 years
- But less than 5 years
- 5 but less than 10 years
- 10 but less than 20 years
- 20 years or more

IF A6 '2' OR A7 '1' ASK B9 ELSE GO TO FILTER BEFORE B13

ASK ALL WITH ELECTRICITY ONLY OR TWO SUPLIERS

B 9 Who is your current electricity supplier? DO NOT READ OUT. SINGLE
CODE ONLY

- 1. British Gas
- 2. Co-operative Energy
- 3. E.ON
- 4. Ebico
- 5. Ecotricity
- 6. EDF
- 7. First Utility
- 8. Good Energy
- 9. Marks and Spencer Energy
- 10. Npower
- 11. Ovo
- 12. Sainsburys Energy
- 13. Scottish Hydro
- 14. Scottish Power
- 15. Southern Electric
- 16. Spark Energy
- 17. SSE (Scottish and Southern Energy)
- 18. Swalec
- 19. Utility Warehouse
- 20. Other (Write in)
- 21. Don't know

**IF SUPPLIER TYPE FROM SAMPLE = ELECTRICITY AND SUPPLIER AT
B9 DOES NOT MATCH SUPPLIER FROM SAMPLE ASK B10 ELSE GO
B12**

B 10 According to the supplier records, your electricity supplier is {textfill supplier from sample} . Could this be correct?

Yes
No

IF B10'2' ASK B11 ELSE GO TO B12

B 11 Have you recently switched from that supplier?

1 Yes
2 No

ALL WITH MAINS ELECTRICITY ONLY OR TWO SUPPLIERS

B 12 How long have you been receiving electricity from your current supplier?
PROBE FOR BEST ESTIMATE

Under 6 months
6 months but less than 1 year
1 but less than 2 years
2 but less than 3 year
3 but less than 4 years
But less than 5 years
5 but less than 10 years
10 but less than 20 years
20 years or more

ASK ALL

The next questions are about tariffs. A tariff is your price plan for energy and determines how much you get charged. It typically includes a standing daily rate and a unit rate. The price may be fixed or variable.

B 13 A fixed price tariff is one that has a guaranteed fixed price, for a set period. Are you on a fixed price tariff for your energy? DO NOT READ OUT. PROBE TO PRECODE. SINGLE CODE ONLY.

INTERVIEWER NOTE IF RESPONDENT SAYS TARIFF IS CAPPED THAT SHOULD BE CODED AS VARIABLE

1. Yes, gas only
2. Yes, electricity only
3. Yes, gas and electricity
4. No
5. Don't know

IF B16'1-3' ASK B14 ELSE GO TO C1

ASK THOSE WITH FIXED PRICE ASK END DATE

- B 14 Do you know when your fixed price tariff comes to an end? IF YES
When is that? CODE FIRST TO APPLY. IF DIFFERENT TIMES GIVEN
FOR DIFFERENT FUELS RECORD THE SOONEST
- Within next 3 months
 - Within next 6 months
 - Within next 9 months
 - Within next year
 - Within next 2 years
 - More than two years
 - Don't know

C SATISFACTION WITH ENERGY SUPPLIER

IF A7 'ASK C1 ELSE GO TO C10

ASK ALL WITH ONE SUPPLIER FOR BOTH FUELS

- C 1 How satisfied are you with your current energy supplier? Would you say ... READ OUT
1. Very satisfied
 2. Quite satisfied
 3. Neither satisfied nor dissatisfied
 4. Rather dissatisfied
 5. Very dissatisfied
 6. Don't know [DO NOT READ OUT]
- C 2 If someone you know was considering changing their energy supplier and asked you about yours, would you recommend yours or recommend against using yours? PROBE AS NECESSARY Would you strongly recommend/recommend against or just recommend/recommend against?
- Strongly recommend in favour
recommend in favour
not recommend either way
recommend against
strongly recommend against
Don't know

IF C1 '45' ASK C3 ELSE GO TO C10

ASK ALL DISSATISFIED WITH DUAL FUEL SUPPLIER

- C 3 Why are you dissatisfied with your current energy supplier? DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: Why else? PROMPT TO NEGATIVE. MULTI-CODING ALLOWED
1. Prices too high
 2. Price increase – actual or announced
 3. Price no longer fixed
 4. Prepayment meter problems e.g. setting, faults, use
 5. Problems with billing/metering (eg overcharging, not amending direct debits)
 6. Behaviour/pushyness of sales staff
 7. Incorrect information supplied about savings
 8. Don't provide clear information about my account (eg tariff, payment method)
 9. Transfer – problems switching to/from supplier
 10. Debt – debt recovery/can't pay the bill
 11. website issues
 12. Telephone contact issues
 13. Customer service – other (i.e. excluding website and telephone contact issues)
 14. Other (WRITE IN)
 15. Don't know

NOW GO TO C10
IF A6 '1' OR A7 '1' ASK C4 ELSE GO TO FILTER BEFORE C9
ASK ALL WITH MAINS GAS AND NOT SINGLE SUPPLIER FOR BOTH FUELS

- C 4 How satisfied are you with your mains gas supplier? Would you say ...
READ OUT
1. Very satisfied
 2. Quite satisfied
 3. Neither satisfied nor dissatisfied
 4. Rather dissatisfied
 5. Very dissatisfied
 6. Don't know [DO NOT READ OUT]
- C 5 If a friend was considering changing their gas supplier and asked you about yours, would you recommend yours or recommend against using yours? PROBE AS NECESSARY Would you strongly recommend/recommend against or just recommend/recommend against?
- Strongly recommend in favour
recommend in favour
not recommend either way
recommend against
strongly recommend against
Don't know

IF C4 '45' ASK C6 ELSE GO TO C10
ASK ALL DISSATISFIED WITH GAS SUPPLIER

- C 6 Why are you dissatisfied with your current mains gas supplier? DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: Why else? PROMPT TO NEGATIVE. MULTI-CODING ALLOWED
1. Prices too high
 2. Price increase – actual or announced
 3. Price no longer fixed
 4. Prepayment meter problems e.g. setting, faults, use
 5. Problems with billing/metering (eg overcharging, not amending direct debits)
 6. Behaviour/pushyness of sales staff
 7. Incorrect information supplied about savings
 8. Don't provide clear information about my account (eg tariff, payment method)
 9. Transfer – problems switching to/from supplier
 10. Debt – debt recovery/can't pay the bill
 11. website issues
 12. Telephone contact issues
 13. Customer service – other (i.e. excluding website and telephone contact issues)
 14. Other (WRITE IN)
 15. Don't know

IF A6 '2' OR A7 '1' (MAINS ELECTRICITY AND NOT DUAL FUEL) ASK C7 ELSE GO TO C10

C 7 How satisfied are you with your current electricity supplier? Would you say ... READ OUT

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Rather dissatisfied
5. Very dissatisfied
6. Don't know [DO NOT READ OUT]

C 8 If a friend was considering changing their electricity supplier and asked you about yours, would you recommend yours or recommend against using yours? PROBE AS NECESSARY Would you strongly recommend/recommend against or just recommend/recommend against?

- Strongly recommend in favour
recommend in favour
not recommend either way
recommend against
strongly recommend against
Don't know

IF C8'4,5' ASK C9 ELSE GO TO C10

ASK ALL WITH MAINS ELECTRICITY AND NOT SINGLE SUPPLIER FOR BOTH FUELS

C 9 Why are you dissatisfied with your current electricity supplier? DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: Why else? PROMPT TO NEGATIVE. MULTI-CODING ALLOWED

1. Prices too high
2. Price increase – actual or announced
3. Price no longer fixed
4. Prepayment meter problems e.g. setting, faults, use
5. Problems with billing/metering (eg overcharging, not amending direct debits)
6. Behaviour/pushyness of sales staff
7. Incorrect information supplied about savings
8. Don't provide clear information about my account (eg tariff, payment method)
9. Transfer – problems switching to/from supplier
10. Debt – debt recovery/can't pay the bill
11. website issues
12. Telephone contact issues
13. Customer service – other (i.e. excluding website and telephone contact issues)
14. Other (WRITE IN)
15. Don't know

ASK ALL

C 10 How confident are you that you are currently on the right energy deal for you? Would you say READ OUT

1. Very confident

2. Fairly confident
3. Neutral
4. Not very confident
5. Not confident at all
6. Don't know (DO NOT READ OUT)

D ENERGY SWITCHING AWARENESS/BEHAVIOUR

SWITCH WITHIN SAME SUPPLIER

ASK ALL

- D 1 Which if any of the following do you think it is possible for energy customers in general to do, subject to any exit fees that may be charged If you don't know please say so. READ OUT FIRST STATEMENT: Do you think that it is possible or not possible? RANDOMISE ORDER OF STATEMENTS AND RECORD ORDER OF ASKING AS PART OF DATA

INTERVIEWER NOTE – IF RESPONDENT SAYS SOME PEOPLE CAN BUT THEY CAN'T CODE THIS AS POSSIBLE
IF RESPONDENT ANSWERS IN REFERENCE TO THEMSELVES
PROMPT FOR ANSWER RELATING TO CUSTOMERS IN GENERAL.

- Change tariff with their current supplier
- Change payment method
- Switch to a different supplier

SCALE

1. Possible
2. Not possible
3. Don't know

- D 2 Have you ever made an **active** decision to change your energy tariff while staying with the same the supplier, that that is excluding times when you may have been automatically moved onto a different energy tariff due to your current tariff reaching its end date.

1. Yes
2. No
3. Don't know

IF D2 '1' GO TO D7. ELSE ASK D3.

ASK ALL WHO HAVE NEVER SWITCHED TARIFF WITHIN SAME SUPPLIER

- D 3 Have you ever **considered** changing your energy tariff while staying with the same supplier?

1. Yes
2. No
3. Don't know

IF D3 '2' ASK D4. IF D3'1' GO TO D5. ELSE GO TO D7

ASK ALL WHO HAVE NEVER CONSIDERED SWITCHING TARIFF WITHIN SAME SUPPLIER

D 4 Why have you never considered changing tariff? DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: Why else? PROMPT TO NEGATIVE

1. Don't know enough about other tariffs
2. Confident I'm on right tariff
3. Happy with amount I'm paying
4. Prefer to stay on a fixed price tariff
5. Prefer to stay on a variable price tariff
6. Not sure what the right tariff is for me
7. Tariffs are complex/difficult to understand
8. Tariffs all the same/not enough difference to make worthwhile
9. The effort involved
10. Boring
11. Other (WRITE IN)
12. Don't know

NOW GO TO D7

ASK ALL WHO CONSIDERED CHANGING TARIFF WITH SAME SUPPLIER

D 5 When you **last** considered changing tariff, did you then go and investigate the different tariffs available from your own energy supplier, or not?

1. Yes
2. No
3. Don't know

IF D5 '2' ASK D6 ELSE GO TO D7

ASK ALL WHO DID NOT INVESTIGATE TARIFFS WITH SAME SUPPLIER

D 6 Why did you not do this? DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: Why else? PROMPT TO NEGATIVE

1. Prefer to stay on a fixed price tariff
2. Prefer to stay on a variable price tariff
3. Not sure what is the right tariff for me
4. Tariffs are complex/difficult to understand
5. Tariffs all the same/not enough difference to make worthwhile
6. Too much effort involved
7. Current supplier told me I would be worse off if I switched
8. Boring
9. Other (WRITE IN)
10. Don't know

**SWITCHING SUPPLIER
SUPPLIER APPROACHES
ASK ALL**

D 7 Have you ever been contacted by an energy company suggesting you switch supplier?

1. Yes
2. No
3. Don't know

IF D7 '1' ASK D8 ELSE GO TO FILTER BEFORE D13
ASK ALL EVER CONTACTED BY DIFFERENT ENERGY SUPPLIER

- D 8 When was the last time this happened?
1. Within last 3 months
 2. Within last 6 months
 3. Within last 9 months
 4. Within last year
 5. Within last 2 years
 6. Within last 3 years
 7. More than three years ago
 8. Don't know
- D 9 How did they contact you? DO NOT READ OUT. MULTICODING ALLOWED
1. Sales rep came to my door
 2. Telephoned me
 3. Emailed me
 4. Direct mail through the post
 5. Public place eg shopping centre
 6. Other (Write in)
 7. Don't know
- D 10 Did they offer you a deal that looked better than from your existing supplier?
1. Yes
 2. No
 3. Don't know

IF D10 '1' ASK D11 ELSE GO TO FILTER BEFORE D13
ASK ALL OFFERED DEAL THAT LOOKED BETTER

- D 11 Did you switch to **that** energy supplier after they contacted you, or not?
1. Yes to that supplier
 2. No
 3. Don't know

IF D11 '2' ASK D12 ELSE GO TO FILTER BEFORE D13
ASK ALL WHO WERE OFFERED BETTER DEAL BUT DID NOT SWITCH

- D 12 Why did you not switch to the supplier that approached you even though you thought they had offered you a better deal? DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: Why else? PROMPT TO NEGATIVE INTERVIEWER: IF RESPONDENT SAYS "HAPPY WITH/LIKE CURRENT SUPPLIER" THEN PROMPT: What do you like about your existing supplier?
- Prefer existing supplier
1. Quality of service
 2. Supplier reliability
 3. Supplier reputation/brand
 4. Green credentials

5. Cheaper Price
6. Other positive comment

Dislike new supplier

7. Didn't like/trust salesperson
8. Quality of service
9. Supplier poor reliability
10. Supplier poor reputation/brand
11. No green credentials
12. Other comment

Cost

13. Concerns about large final bill from existing supplier
14. Exit fees from existing supplier
15. Not sure expected savings would materialise
16. Savings not enough
17. Hanging on for better deal
18. Don't need to save money

Process

19. Existing supplier would delay process
20. Too much effort involved
21. Spend too much time on the phone
22. Things might go wrong during switching process
23. Length of switching process
24. Risk of loss of energy supply
25. Possibility of failing credit checks

Other

26. own circumstances
27. Other (WRITE IN)
28. Don't know

CONSIDERING SWITCHING

IF A7'1' (SEPARATE COMPANIES) ASK D13, ELSE GO TO D14

D 13 You said that you have different suppliers for your mains gas and your electricity. The rest of the interview would take too long if I asked you about each one separately. So for the rest of the questionnaire I would like you to answer only about [text fill fuel type] from [text fill supplier from sample], and not about {textfill not fuel type} . Is that clear?
CLARIFY IF NO

D 14 (Apart from when an energy company contacted you), have you ever considered switching to another energy supplier (for your {textfill fuel type})?

1. Yes
2. No
3. Don't know

IF D14 '1' GO TO D16. IF D14 '2' ASK D15. ELSE GO TO E1
ASK ALL WHO NEVER CONSIDERED SWITCHING

D 15 Why have you never considered switching supplier (for your {textfill fuel type}? PROMPT: Why else? PROMPT TO NEGATIVE. : IF RESPONDENT SAYS “happy with/like current supplier” THEN PROMPT: What do you like about your existing supplier?

Happy with existing supplier

1. Quality of service
2. Supplier reliability
3. Supplier reputation/brand
4. Green credentials
5. Other positive comment about current supplier
6. Happy with current cost

Dislike alternative suppliers

7. Didn't like/trust salesman
8. Poor quality of service
9. poor reliability
10. poor reputation/brand
11. No green credentials
12. Other negative comment about alternative suppliers

Cost

13. Concerns about large final bill from existing supplier
14. Exit fees from existing supplier
15. Not sure expected savings would materialise
16. Savings not enough
17. Hanging on for better deal
18. Don't need to save money

SwitchProcess

19. Existing supplier would delay process
20. Too much effort involved
21. Spend too much time on the phone
22. Things might go wrong during switching process
23. Length of switching process
24. Risk of loss of energy supply
25. Possibility of failing credit checks

Search Process

26. Takes too long to search
27. too hard/confusing to search

Other

28. own circumstances
29. Never thought about it

- 30. Other (WRITE IN)
- 31. Don't know

NOW GO TO E1

SHOPPING AROUND

ASK ALL WHO EVER CONSIDERED SWITCHING

D 16 Have you ever shopped around to compare the pros and cons of different energy suppliers (for your {textfill fuel type})?

- 1. Yes
- 2. No
- 3. Don't know

IF D16 '1' GO TO D18. IF D16'2' ASK D17 ELSE GO TO E1

ALL WHO CONSIDERED SWITCHING BUT NEVER SHOPPED AROUND

D 17 You say you have (considered switching energy supplier, but have) never shopped around? What if anything has stopped you from shopping around? DO NOT READ OUT PROMPT: What else? PROMPT TO NEGATIVE. MULTICODING ALLOWED PROBE IF JUST SAY TARIFF TOO COMPLEX

General

- 1. Too boring
- 2. Don't have access to the internet
- 3. Don't like spending time on the phone
- 4. Takes too long (general)
- 5. Takes too long to find out about energy use/existing tariff
- 6. Takes too long to compare different suppliers

Lack of knowledge

- 7. Unsure of steps to be taken
- 8. Not sure how much energy I use/how much I spend
- 9. Difficult to understand information on own energy use

Comparing suppliers

- 10. Not enough information about different suppliers
- 11. don't know what tariff is best deal
- 12. difficult to combine tariff with energy usage information
- 13. Tariff confusing
- 14. Difficulty using Price Comparison Websites

Energy market

- 15. Don't trust other suppliers
- 16. Too much small print/don't know what you are buying
- 17. Other (WRITE IN)
- 18. Nothing specifically
- 19. Don't know

NOW GO TO E1

ASK ALL WHO EVER SHOPPED AROUND

- D 18 When was the last time that you shopped around (for your {textfill fuel type})?
1. Within last 3 months
 2. Within last 6 months
 3. Within last 9 months
 4. Within last year
 5. Within last 2 years
 6. Within last 3 years
 7. More than three years ago
 8. Don't know

IF D18 '78' GO TO E1 ELSE ASK D19

ASK ALL WHO SHOPPED AROUND IN LAST 3 YEARS

- D 19 How many times have you shopped around to compare the pros and cons of different energy suppliers (for your {textfill fuel type} in the last three years?
1. Once
 2. Twice
 3. 3 times
 4. 4 times
 5. 5 times
 6. More than 5 times
 7. Don't know

- D 20 Thinking just about the **last** time you shopped around (for your {textfill fuel type}), was there anything specifically that prompted you to do so? DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: What else? PROMPT TO NEGATIVE

Existing supplier related

1. Energy price increase/ announcement of future increase
2. Receipt of annual summary or other communication from supplier
3. High bill
4. End of fixed term tariff
5. Poor customer service
6. Other problems with supplier

Better alternative

7. Expectation of better price
8. Expectation of better service
9. Recommendation from family, friend or colleague of alternative supplier
10. Results from Price Comparison Website etc of alternative supplier

11.

Other pull factors

12. Advertisement
13. Other people saying they had switched
14. Incentives via price comparison website
15. Incentives via Cashback website
16. Media stories about energy market

Other circumstances

17. Moved home
18. Just decided to/spontaneous decision
19. Other (WRITE IN)
20. Noting specifically
21. Don't know

D 21 How did you compare different suppliers? PROMPT: What else?
PROMPT TO NEGATIVE. DO NOT READ OUT BUT PROBE TO
PRECODES.

1. Through price comparison website
2. Visited supplier websites
3. Telephoned suppliers
4. Looked at supplier advertisements
5. At a public forum e.g. shopping centre stand
6. Other – specific supplier mentions (WRITE IN)
7. Other (WRITE IN)
8. Don't know

D 22 Did you look only at the Big 6 suppliers – that is British Gas, E.ON, EDF, Npower, Scottish Power and SSE – only at smaller suppliers – for example, Ovo, Utility Warehouse, First Utility, Co-operative Energy or did you look at both? --

1. only "Big 6" companies
2. only smaller suppliers
3. both
4. Don't know

IF D22'1' ASK D23 ELSE GO TO D24

ASK THOSE WHO ONLY LOOKED AT BIG 6

D 23 Why did you not look at any of the smaller suppliers?

- Not aware of smaller suppliers
- Didn't trust reliability of energy supply
- Don't trust customer service
- Poor reputation general
- Too new
- Bad experience
- Other

ASK ALL WHO SHOPPED AROUND IN LAST 3 YEARS

D 24 Before or while you were shopping around, did you look for information about your energy usage, or the tariff you were on with your existing supplier, or not? DO NOT READ OUT

1. Yes
2. No – already knew it (spontaneous)
3. No
4. Don't now

IF D24'1' ASK D25 ELSE GO TO D26

ASK ALL WHO CHECKED EXISTING USAGE OR TARIFF

D 25 How much time did you spend checking details of your usage or your tariff with your existing supplier? Please include all time you spent looking through bills, checking your energy usage, and the details of the tariff you were on. DO NOT READ OUT BUT PROBE TO PRECODES

INTEVIEWER NOTE: THIS INCLUDES ONLY ACTUAL TIME SPENT LOOKING, NOT TOTAL ELAPSED TIME LOOKING TOOK PLACE OVER

1. under 10 minutes
2. More than 10 but less than 20 minutes
3. More than 20 but less than 30 minutes
4. More than half an hour but less than an hour
5. more than an hour but less than 2 hours
6. more than 2 but less than 3 hours
7. more than 3 but less than 4 hours
8. more than 4 but less than 5 hours
9. more than 5 hours but less than 10 hours
10. more than 10 hours but less than 20 hours
11. 20 hours or more
12. Don't know

ASK ALL WHO SHOPPED AROUND IN LAST 3 YEARS

D 26 How much time did you spend looking for information about other suppliers, and comparing this against your own supplier? DO NOT READ OUT BUT PROBE TO PRECODES

INTEVIEWER NOTE: THIS INCLUDES ONLY ACTUAL TIME SPENT LOOKING, NOT TOTAL ELAPSED TIME LOOKING TOOK PLACE OVER

1. under 10 minutes
2. More than 10 but less than 20 minutes
3. More than 20 but less than 30 minutes
4. More than half an hour but less than an hour
5. more than an hour but less than 2 hours
6. more than 2 but less than 3 hours
7. more than 3 but less than 4 hours
8. more than 4 but less than 5 hours
9. more than 5 hours but less than 10 hours

10. more than 10 hours but less than 20 hours
11. 20 hours or more
12. Don't know

D 27 I am now going to read out different aspects of shopping around for energy suppliers, and I'd like you to tell me how easy or difficult each aspect was for you, using the following scale, when you last shopped around (for your {textfill fuel type}). READ OUT SCALE.

- Very easy
- Fairly easy
- Neither easy nor difficult
- Fairly difficult
- Very difficult
- Don't know [DO NOT READ OUT]

So, first of all READ OUT EACH FEATURE IN TURN [NOT RANDOMISED]

- Finding out information about your own energy use and tariff [ONLY IF YES AT D23]
- Finding out information about other suppliers
- Understanding all the options available to you
- Making comparisons between all the options available to you
- The overall task of shopping around

D 28 What if anything did you not like about the task of shopping around? DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: What else? PROMPT TO NEGATIVE

General

1. Too boring
2. Don't have access to the internet
3. Don't like spending time on the phone
4. Takes too long (general)
5. Takes too long to find out about energy use/existing tariff
6. Takes too long to compare different suppliers

Lack of knowledge

7. Unsure of steps to be taken
8. Not sure how much energy I use
9. Difficult to understand information on own energy use

10. Comparing suppliers

11. Not enough information about different suppliers
12. Tariffs too complex – don't know what is best deal
13. Tariffs too complex – difficult to combine with energy usage information
14. Difficulty using price comparison websites

15. Energy market

- 16. Don't trust other suppliers
- 13. Too much small print/don't know what you are buying

- 14. Other (WRITE IN)
- 15. Nothing specifically
- 16. Don't know

D 29 Did you find a deal from another supplier that looked better than your existing deal, or not?

- 1. Yes
- 2. No/Don't know

D 30 Did you switch energy supplier after you last shopped around, or not?

- 1. Yes
- 2. No
- 3. Don't know

IF D30'1' GO TO D33. IF D30 '2' AND D29 '1' ASK D31. IF D30'2' AND D29 N'1' GO TO D32. ELSE GO TO E1

ASK ALL WHO DIDN'T SWITCH DESITE BETTER DEAL

D 31 Why did you not switch supplier even though you thought you had found a better deal? PROMPT: Why else? PROMPT TO NEGATIVE

Happy with existing supplier

- 1. Quality of service
- 2. Supplier reliability
- 3. Supplier reputation/brand
- 4. Green credentials
- 5. Reasonable price
- 6. Other mention
- 7. Dislike alternative supplier(s)
- 8. Quality of service
- 9. Supplier reliability
- 10. Supplier reputation/brand
- 11. Green credentials
- 12. Other mention

Cost

- 13. Concerns about large final bill from existing supplier
- 14. Exit fees from existing supplier
- 15. Not sure expected savings would materialise

16. Process

- 17. Existing supplier would delay process
- 18. Too much effort involved
- 19. Spend too much time on the phone
- 20. Things might go wrong during switching process
- 21. Length of switching process
- 22. Risk of loss of energy supply

23. Possibility of failing credit checks

24. Other (WRITE IN)

25. Don't know

ASK ALL WHO DIDN'T SWITCH ON LAST OCCASION

D 32 Have you switched supplier on any occasion when you have shopped around in the last three years?

1. Yes
2. No
3. Don't know

IF D30'1' OR D32'1' ASK D33 ELSE GO TO E1

SWITCHING

ASK ALL WHO HAVE SWITCHED IN LAST 3 YEARS

D 33 How many times in the last three years have you switched supplier (for your {textfill fuel type} after shopping around?

1. Once
2. Twice
3. Three times
4. Four times
5. Five times
6. More than five times
7. Don't know

D 34 (Thinking about the last time you switched), did you use a price comparison website to find out information about the new supplier, or not? ADD IF NECESSARY: Price comparison websites allow you to compare prices from a number of energy suppliers on the same website.

1. Yes
2. No
3. Don't know

IF D34'1' ASK D35 ELSE GO TO D37

ASK ALL WHO USED PRICE COMPARISON WEBSITE

D 35 How many price comparison websites did you go to?

- one
- two
- three or more
- Don't know

D 36 Did you actually make the switch to the new supplier via a price comparison website, or not?

1. Yes

2. No
3. Don't know

IF NO ASK D37. IF YES/DON'T KNOW GO TO D38
ASK ALL WHO USED PRICE COMPARISON WEBSITE

D 37 How did you make contact with the new supplier to switch?

1. Online
2. Telephone
3. Post
4. Collective switching (e.g. Council)
5. Other (WRITE IN)
6. Don't know

ASK ALL WHO SWITCHED IN LAST 3 YEARS

D 38 How easy or difficult was it to switch supplier? Would you say.... READ OUT

1. Very easy
2. Fairly easy
3. Neither easy nor difficult
4. Fairly difficult
5. Very difficult
6. Don't know (DO NOT READ OUT)

D 39 What difficulties if any did you encounter with the switch? PROMPT:
What else? PROMPT TO NEGATIVE. DO NOT READ OUT BUT
PROBE TO PRECODES

Cost

1. Large final bill from existing supplier
2. Exit fees from existing supplier
3. Expected savings did not materialise

Process

4. Existing supplier delayed process
5. Too much effort involved
6. Spent too much time on the phone
7. Things went wrong during switching process
8. Length of switching process
9. Lost energy supply
10. Failed credit check
11. Having to stay in for meter reader
12. Other (WRITE IN)
13. None – no difficulties
14. Don't know

D 40 What made you decide to go ahead and switch supplier. DO NOT READ OUT BUT PROBE TO PRECODES. PROMPT: What else? PROMPT TO NEGATIVE.

Cost/tariff

1. Tariff price
2. Ability to fix the price
3. Wanted to have Dual Fuel/same supplier for both fuels

Supplier Features/offers

4. Supplier's simplicity of choices and information
5. Supplier's provision of smart meters
6. Range of other services provided (e.g. boiler maintenance, home insulation)
 7. Customer service
 8. Reliability of energy supply
 9. Customer loyalty scheme (e.g. nectar points)

Supplier Reputation/Experience

10. Reputation of supplier
11. Supplier is a large established 'Big 6' brand
12. Supplier is not one of the large established 'Big 6' brands
13. Green or ethical credentials of supplier
14. Past experience in using supplier
15. Recommendation from family, friends or colleagues
16. Other (WRITE IN)
17. Don't know

IF D40 '12' ASK D41. IF D40'7' GO TO D45 ELSE GO TO D47

ASK THOSE WHO SWITCHED BECAUSE OF TARIFF PRICE OR ABILITY TO FIX TARIFF

D 41 How confident were you that you would save money? Would you say ...
READ OUT.

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. Don't know (DO NOT READ OUT)

D 42 How much did you expect to save by switching supplier? INTERVIEWER TYPE IN. ALLOW RESPONDENT TO GIVE £ AMOUNT PER MONTH, OR £ AMOUNT PER YEAR.

IF % GIVEN PROBE FOR MONEY AMOUNT

£ per month
£ per year
Don't know

IF D42 DON'T KNOW GO TO FILTER BEFORE D45. ELSE ASK D43

ASK THOSE WHO COULD ESTIMATE EXPECTED SAVINGS

D 43 . Do you feel you have realised these savings with your new supplier or not?

1. Yes

2. No
3. Too soon to tell
4. Don't know

IF D43 '2' ASK D44 ELSE GO TO FILTER BEFORE D45
ASK THOSE WHO DID NOT REALISE EXPECTED SAVINGS

- D 44 Would you say you have saved any money with your new supplier, or that you are paying more money, or has the switch made no difference?
1. Saved money
 2. No difference
 3. Paying more money
 4. Don't know

IF D40'7' ASK D45 ELSE GO TO D47
ALL WHO MENTIONED CUSTOMER SERVICE AS A REASON FOR SWITCHING

- D 45 How confident were you that you would get better customer service with your new supplier? Would you say ... READ OUT.
1. Very confident
 2. Fairly confident
 3. Neutral
 4. Not very confident
 5. Not confident at all
 6. Don't know (DO NOT READ OUT)
- D 46 Is the customer service you are receiving from your new supplier better or worse than you received from your old supplier, or is it no different?
1. New supplier is better
 2. No different
 3. New supplier is worse
 4. Don't know

ALL WHO SWITCHED

- D 47 The last time you switched ([text fill fuel type] Which supplier did you switch from?
- British Gas (Centrica)
Co-operative Energy
E.ON
Ebico
Ecotricity
EDF
First Utility
Good Energy
Marks and Spencer Energy
Npower
Ovo
Sainsburys Energy
Scottish Hydro
Scottish Power

Southern Electric
Spark Energy
SSE (Scottish and Southern Energy)
Swalec
Utility Warehouse
Other (Write in)
Don't know

D 48 Overall, are you more satisfied with your new supplier compared with your previous supplier, less satisfied, or is there no difference? IF MORE/LESS SATISFIED: Is that a lot more/less or a little more/less satisfied?

1. A lot more satisfied with new supplier
2. A little more satisfied
3. No difference
4. A little less satisfied
5. A lot less satisfied with new supplier
6. Don't know

E Future Switching

ASK ALL

- E 1 How likely is it that you will consider switching your energy supplier (for {textfill fuel type} in the next two years? Would you sayREAD OUT
1. Very likely
 2. Fairly likely
 3. Neither likely or unlikely
 4. Fairly unlikely
 5. Very unlikely
 6. Don't know (DO NOT READ OUT)

IF E1 '45' ASK E2 ELSE GO TO E3

- E 2 Why are you unlikely to switch supplier in the next two years? DO NOT READ OUT PROMPT: Why else? PROMPT TO NEGATIVE

Happy with existing supplier

1. Quality of service
2. Supplier reliability
3. Supplier reputation/brand
4. Green credentials
5. [Reasonable price]
6. Other mention

7. Dislike alternative supplier(s)

8. Quality of service
9. Supplier reliability
10. Supplier reputation/brand
11. Green credentials
12. Other mention

Cost

13. Concerns about large final bill from existing supplier
14. Exit fees from existing supplier
15. Not sure expected savings would materialise
16. Don't need to save money

Process

17. Existing supplier would delay process
18. Too much effort involved
19. Spend too much time on the phone
20. Things might go wrong during switching process
21. Length of switching process
22. Risk of loss of energy supply
23. Possibility of failing credit checks
24. Only just switched

25. Other (WRITE IN)

26. Don't know

ASK ALL

- E 3 How easy or difficult do you think it would be to find out what was the right deal for you? Would you say ... READ OUT
1. Very easy
 2. Fairly easy
 3. Neither easy nor difficult
 4. Fairly difficult
 5. Very difficult
 6. Don't know (DO NOT READ OUT)
- E 4 How confident are you that you would be able to make the right decision if you wanted to switch energy supplier? Would you say ... READ OUT
1. Very confident
 2. Fairly confident
 3. Not very confident
 4. Not confident at all
 5. Don't know (DO NOT READ OUT)
- E 5 What would be the minimum amount of money you would have to save to encourage you to switch your gas or electricity supplier? Just approximately. You can answer per year, per month or per week.

F CHOICE DRIVERS

- F 1 What factors matter to you most when choosing your energy supplier?
DO NOT READ OUT. PROMPT What else? PROMPT TO NEGATIVE.
[CODE FIRST MENTION THEN ALL OTHER MENTIONS]
1. Tariff price
 2. Ability to fix the price
 3. Supplier's simplicity of choices and information
 4. Supplier's provision of smart meters
 5. Range of other services provided (e.g. boiler maintenance, home insulation)
 6. Customer service
 7. Reliability of energy supply
 8. Customer loyalty scheme (e.g. nectar points)
 9. Reputation of supplier
 10. Supplier is a large established 'Big 6' brand
 11. Supplier is not one of the large established 'Big 6' brands
 12. Green or ethical credentials of supplier
 13. Past experience in using supplier
 14. Recommendation from family, friends or colleagues
 15. Other (WRITE IN)
 18. Don't know

- F 2 I am going to read a number of features why people choose an energy supplier. For each feature I'd like you to tell me how important it is to you personally, using the following scale. READ OUT SCALE

SCALE

Essential

Very important

Fairly important

Not important

Don't know (DO NOT READ OUT)

So first of all READ OUT FEATURE. RANDOMISE ORDER. READ OUT SCALE FOR FIRST THREE FEATURES.

- Tariff price
- Ability to fix the price

- Supplier's simplicity of choices and information
- Supplier's provision of smart meters
- Range of other services provided (e.g. boiler maintenance, home insulation)

- Customer service
- Reliability of energy supply
- Customer loyalty scheme (e.g. nectar points, wine)

- Reputation of supplier
- Supplier is a large established 'Big 6' brand
- Supplier is not one of the large established 'Big 6' brands
- Green or ethical credentials of supplier

- Past experience in using supplier
- Recommendation from family, friends or colleagues

G ATTITUDES TOWARDS ENERGY

G 1 I am now going to read out a number of statements that other people have made about energy suppliers, and I'd like you tell me how much you agree or disagree with each using the following scale.

READ OUT SCALE

Agree strongly

Tend to agree

Neither agree nor disagree

Tend to disagree

Disagree strongly

Don't know [DO NOT READ OUT]

So first of all READ OUT EACH STATEMENT IN TURN.
RANDOMISED ORDER.

- Changing tariff with your existing supplier is a good way to save money
- There are no real differences between suppliers in the prices they charge
- I see no reason to switch my current energy supplier
- I would switch if my supplier let me down on customer service
- Switching is a hassle I do not have time for
- I worry that if I switch that things will go wrong
- I try to conserve energy for environmental reasons
- I try to conserve energy for financial reasons

H INTERNET USAGE/PCWS

H 1 The next few questions are about using the internet in general. Do you have access to the internet at home, work or via a mobile device?

1. Yes
2. No
3. Don't know

IF H1'1' ASK H2 ELSE GO TO I1

H 2 How confident do you feel about using the internet to search for information about suppliers of different products or services in general? Would you say ... READ OUT

1. Very confident
2. Fairly confident
3. Not very confident
4. Not confident at all
5. Don't know (DO NOT READ OUT)

H 3 Using the same scale, how confident do you feel about using the internet to switch supplier of something like insurance or broadband? READ OUT SCALE AGAIN IF NECESSARY

1. Very confident
2. Fairly confident
3. Not very confident
4. Not confident at all
5. Don't know (DO NOT READ OUT)

ASK ALL WHO USE INTERNET

H 4 As you probably know, price comparison websites allow you to compare prices from a number of suppliers for products and services on the same website. Have you ever used a price comparison website to search for information for anything **apart from** energy supply, such as insurance or broadband?

1. Yes
2. No
3. Don't know

H 5 Have you ever used a price comparison website to switch supplier of anything **apart from** energy supply?

1. Yes
2. No
3. Don't know

H 6 How confident are you that you would be able to get the right deal for your **energy supply** using a price comparison website? Would you say ... READ OUT

1. Very confident
2. Fairly confident
3. Not very confident
4. Not confident at all
5. Don't know (DO NOT READ OUT)

IF H7 '34' ASK H8 ELSE GO TO I1

H 7 Why would you not feel confident in using a price comparison website to get the right energy deal?

1. Don't trust Price Comparison Websites
2. Do not include all supplier prices
3. Would need to know details of my own personal consumption/usage
4. Information too complex – not sure what would be the right deal
5. Other (WRITE IN)
6. Don't know

I OTHER MARKETS

I 1 In which if any of the following have you changed supplier within the last three years? READ OUT AND CODE ALL THAT APPLY

1. Mobile phone
2. Landline phone
3. Internet service
4. Car or home insurance
5. Current account
6. Savings account or ISA
7. Mortgage
8. None of these (DO NOT READ OUT)
9. Don't know

I 2 To what extent do you trust or distrust the following types of organisation to treat you in a fair and honest way. Please use this scale when giving your answer. READ OUT SCALE

Trust strongly

Tend to trust

Neutral

Tend to distrust

Distrust strongly

Don't know (DO NOT READ OUT)

So, first of all READ OUT ORGANISATION. RANDOMISE ORDER

- Your own energy (company/companies)
- Other energy companies
- Water companies
- Mobile phone providers
- Insurance companies
- Banks
- Broadband providers
- Local council
- Police

J GENERAL ATTITUDES

J 1 I am going to read out a number of statements, and I'd like you tell me how much you agree or disagree with each using the following scale.

READ OUT SCALE

Agree strongly

Tend to agree

Neither agree nor disagree

Tend to disagree

Disagree strongly

Don't know [DO NOT READ OUT]

So first of all READ OUT EACH STATEMENT IN TURN.
RANDOMISED ORDER.

- I always like to shop around for the best deal
- I don't have time to spend looking around for deals that might save a few pounds
- Once I find a product that I think is okay, I tend to stick with it
- I would be upset if I purchased a product or service and later found out I could have got a better deal
- I always find out everything I can about a product before I buy it
- I prefer to talk to a salesperson before I buy something
- Financially things are a bit of a struggle for me at the moment
- I consider the effect of the environment when making purchase decisions
- I often make a decision on impulse

K CLASSIFICATION

K 1 These last few questions are for classification purposes only. What is your age? INTERVIEWER CODE EXACT AGE code to scale if refuse exact age

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-79
7. 80 +
8. Refused

K 2 RECORD GENDER OF RESPONDENT

1. Male
2. Female

K 3 I would now like to ask you about the member of your household, who is the Chief Income Earner, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

[ASK AND ENTER THE OCCUPATION DETAILS FOR THE CHIEF INCOME EARNER.

IF, FOR EXAMPLE A HUSBAND GETS MORE IN UNEMPLOYMENT BENEFIT THAN HIS WORKING WIFE EARNS, HE IS STILL CHIEF INCOME EARNER.

RELATED PERSONS: 1) IF TWO EQUAL INCOMES, TAKE THE OLDER PERSON. 2) IF LIVING AS MARRIED TREAT AS MARRIED AND THEREFORE RELATED.

UNRELATED PERSONS, E.G. FLAT SHARER: TAKE RESPONDENT AS CHIEF INCOME EARNER.]

Working – SKIP TO Q9a

Retired/Not working with private pension/means – SKIP TO Q9a

Unemployed less than 6 months – SKIP TO Q9a

Unemployed more than 6 months – SKIP TO H10

Retired with **state benefit/pension only** – SKIP TO H10
Student

IF A STUDENT

K 4 Have you had a job within the last 6 months?

Yes – GO TO H9a

No – GO TO H10

IF WORKING, RETIRED WITH PRIVATE PENSION, UNEMPLOYED LESS THAN 6 MONTHS OR A STUDENT WHO HAS WORKED WITHIN THE LAST 6 MONTHS

K 5 Previous) Occupation of Chief Income Earner

Please ask and enter the occupation details for the Chief Income Earner.

Job Title:	{Open text box}
Job Description:	{Open text box}
Industry:	{Open text box}
Number employed at location:	{Open text box}
Qualifications:	{Open text box}
If Manager/Supervisor/Self-Employed, Number of People Responsible for:	{Allow numerals only}

K 6 CIE/Respondent is in group

AB
C1
C2
DE

K 7 Do you have any long term physical or mental impairment which limits your daily activities or the work you can do, including problems due to old age?

1. Yes
2. No
3. Refused

K 8 What is the highest level of educational qualification you have achieved, if any? DO NOT READ OUT BUT PROBE TO PRECODES. SINGLE CODE ONLY

1. No qualifications
2. O-level CSE, GCSE Grades D-G
3. O-level, GCSE Grades A-C
4. GNVQ, NVQ/VQ level 1-3
5. A level, HNC
6. NVQ/SVQ Level 4
7. Degree, Postgraduate
8. Refused
9. Don't know

K 9 Do you READ OUT. SINGLE CODE ONLY

1. Own your house outright
2. Own your house but with a mortgage
3. Rent your property from a private landlord
4. Rent your property from a social landlord
5. Other

K 10 What is your annual total household income before tax? READ OUT CODE BY CODE, STOP WHEN RESPONDENTS SAYS YES AT APPROPRIATE BAND.

1. Under £10,000
2. £10,000-19,999
3. £20,000-29,999
4. £30,000-39,999
5. £40,000-49,999
6. £50,000 - £99,999
7. £100,000+
8. Refused

K 11 Thank you very much for your help that is the end of the interview. We may be conducting further research on this subject. Would you be willing to be re-contacted by any of the following about this research? READ OUT AND CODE ALL THAT APPLY

1. Competition and Markets Authority
2. GfK NOP
3. Another research agency
4. No – none of these